

200
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THE COIN MACHINE REVIEW

July, 1946

plays
both
sides!

AMI

plays
both
sides!

THE AMI
PHONOGRAPH
PLAYS
▶ 20 RECORDS
TO GIVE
40 SELECTIONS

AS YOU WANT IT!

SOUND

WHERE YOU WANT IT!

with Scientific Sound Distribution

Think what this means to you!
Patrons in distant corners hear the music as clearly as those near the Symphonola.
Patrons near the Symphonola are not annoyed by the blare from increased volume turned up to reach far tables.

Both are encouraged to play the instrument because they hear music as they like it—at conversational level.
Only Seeburg can give you Scientific Sound Distribution plus—

- ★ A new beauty in appearance
- ★ A new brilliance in tone
- ★ A new simplicity in operation

And the exclusive Seeburg development
—Wireless Remote Control.

"Be Sure — Buy Seeburg"

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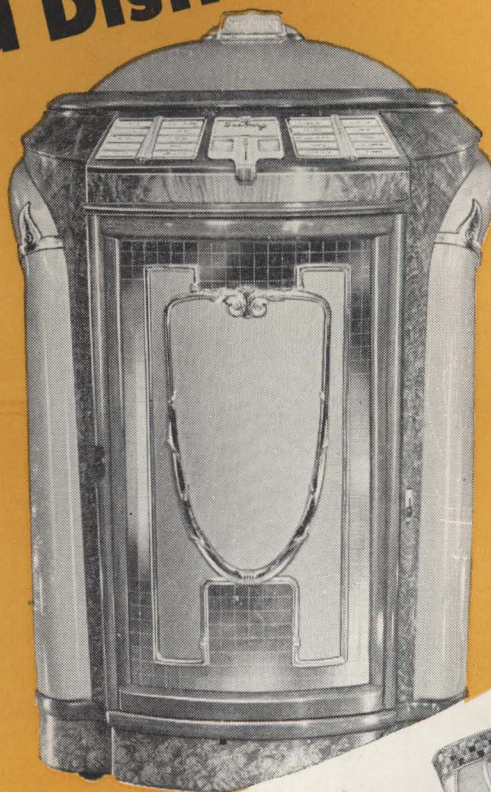
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512 W. Washington St., Phoenix, Arizona

JACK R. MOORE COMPANY

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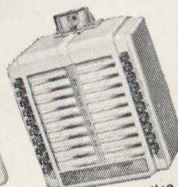
100 Elliott, West, Seattle, Wash.
4 No. Bernard St., Spokane, Wash.



Symphonola
"1-46"



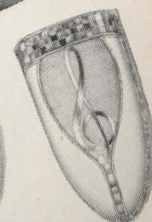
1946 Wireless
Wallomatic



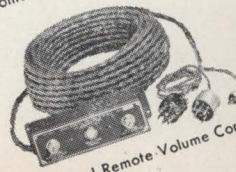
1946 3-Wire
Wallomatic



8-Inch Teardrop
Speaker



12-Inch Mirror
Speaker



Dual Remote-Volume Control



1946 Remote
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There's **MAGIC**
IN THOSE **WORDS!**

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*A Complete Automatic
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**Better Built by Buckley—
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SURF BLUE WRINKLE	CHOCOLATE WRINKLE
TAN WRINKLE	GREEN WRINKLE
GOLD WRINKLE	COPPER WRINKLE

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Rebuilt and Refinished
Look and Operate Like New, \$95.00

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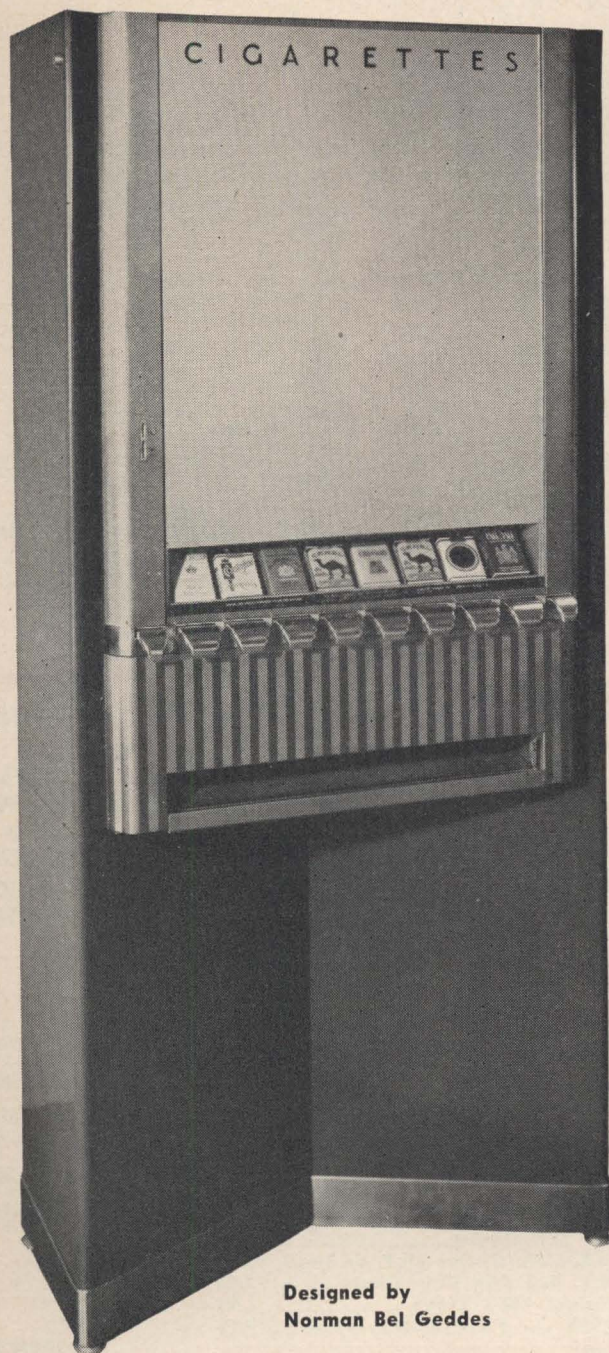
CHICAGO 24, ILL.

COIN
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FOR
JULY
1946

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Norman Bel Geddes

**BREATH-TAKING DESIGN
MECHANICAL SIMPLICITY
STARTLING CAPACITY**

THE
U-NEED-A
"Monarch"
CIGARETTE MERCHANDISER

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**DELIVERIES NOW
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CAPACITY

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8 Columns.....	510 packs
10 Columns.....	640 packs

COLORS
Royal Blue Maroon
Nile Green Light Walnut

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FOR
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STANDARD BRANDS

MONTHLY SPECIALS



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PARTS — PARTS — PARTS — PARTS — PARTS — PARTS — PARTS

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Bell Time Clocks	\$ 1.50
Plunger Rods (specify game).....	.75
Bumper Stem Repair Sleeves25
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Rebound Spring L shape.....dz.	.50
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Skill Lane Spring.....dz.	.85
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ALSO A COMPLETE STOCK OF COILS, ARMATURES, ETC. FOR BALLY, GENCO, GOTTLIEB, CHICAGO COIN, EXHIBIT AND EVANS GAMES.

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Leg Adjusters65
Payout Contacts75
Nudger Twin Tube.....	2.25
Piston Operating Lever.....	1.50
Set of Knee-action.....	3.50
Free Play Gears.....	1.90
Scavengers (5c-10c-25c)	2.45
Relay with Armatures.....	3.75
Armature Fibres20

ROCK-OLA PARTS

Motor Belts (all sizes).....	\$
B-3 Bakelite Pickups.....	3
L-20 Metal Pickup.....	3
L-21 Red Dot Pickup.....	3
Micro Switches	1
Volume Control	2
Selector Coils	17
Turntable Motor	17

ALSO SWITCHES, CONDENSERS, RESISTERS, COIL SPRINGS, ETC. FOR ALL MODELS.

MISCELLANEOUS MUSIC

Main Gears (Wurlitzer - Seeburg).....	\$ 2
Wurlitzer Star Wheel & Pin.....	
Trip Wires	
Brake Bands	1

KEENEY PARTS

Mixer Motor	\$ 7.50
Starter Points75
Handle Assembly	2.95
Breaker Arms	3.50
Fibre Gear.....	3.50
Merchants Reset	5.50
Indicator Arrows50
Coin Tracks	4.50
Payout Tube	1.00
Payout Unit	16.50
All Coils	Write

COMPAS PARTS

Volt Testers	\$.50
Deluxe Contact Kit	17.50
Operators Contact Kit	9.50
Interchangeable Relay Kit.....	10.50
Condensers & Resistors.....	Write
Universal Amplifier, complete with tubes.....	45.00
Manual Coin Counter Kit (1c-5c-10c-25c-50c)	5.00
Buckley Box Replacement Sides per set	1.00
Amplifier Repair Cradle.....	5.95
Plug & Cord Extension, 8'.....	.60
Key Rings (150 key capacity)....	.50
Lonsen Coin Boxes.....	.75

WRITE FOR QUANTITY PRICES

MISCELLANEOUS

Solder Pencil	\$ 1.00
Ass't. Tips for above.....	1.00
1c & 5c Coin Counter.....	1.35
Twin Coin Packer.....	2.00
Staple Driver	3.70
Cable Stripper	4.95
Zipcord 500' Spool.....	9.90
Zipcord 250' Spool.....	4.95
12" Speaker 16 oz.....	9.75
Walnut Spkr. Cabinet.....	4.95
Metal Spkr. Cabinet.....	5.95
Casters & Inserts (4).....	1.45
Coil Winder Kit.....	7.95
Universal Box Brackets.....pr.	7.95
Penny Scale (\$10.00 capacity) complete with case.....	16.50
Weller Speed Iron.....	12.95
Nickle Changer	9.85
Stynamite Cabinet Cleaner Gal., \$1.65, Qt.....	.60
Wooden Balls for Skee Ball 3 1/8", 75c; 2 3/4".....	.65
Discs for Metal Typer, per M.....	8.50
Bally Escalator Belts.....	.75
Club Bell Locks.....	1.25
A.B.T. Coin Chutes (F.P. or Reg.)	3.75
A.B.T. Bull Dog Coin Chute.....	2.50
Original 70L7 Tubes.....	1.95
FUSES — FUSETRONS — FUSETATS	

CONDENSORS
A
COMPLETE
STOCK .0002 MFD.
TO
16 MFD.
ALSO
RESISTERS

**Combination
Oilier & Sprayer**
"A must
item for every
tool kit"
\$2.95

**HANLAN
APPLIANCE
TESTER**
Checks shorts,
open circuits,
continuity, plus
1000 other uses.
\$9.50

Ace Coin Counter
"Featherweight
Sensation
of the Nation"
Counts
Packs
Wraps
\$139.50

**Tubular
Coin Wrappers**
1c-5c-10c-25c
65c
per Thousand
60c per 1000
in case lots

**MINIATURE
LIGHT BULBS**
ALL POPULAR
AND
MOST FREQUENTLY
NEEDED TYPES
IN
STOCK

SPECIAL
Program Title Strips **\$4.75** per M.
heavy Bristol Stock
Write for quantity price

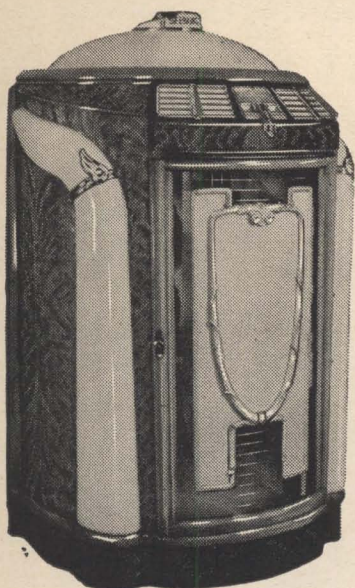
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The "Perfect" Combination for Operators



THE GREAT NEW **SEEBURG** MUSIC SYSTEMS

First IN ACCEPTANCE BY OPERATORS
THROUGHOUT THE UNITED STATES!
TRIED & PROVED!

THE WINNING **BALLY GAMES**

Leading All Fields
In Sustained Profits

RUGGED CONSTRUCTION — Minimum Service



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FOR
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1946

PARTS—SERVICE—FINANCING
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SPOKANE
No. 4 Bernard St.
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PITCHEM
1½ COUNTER
SENSATION
\$37.50

**STAR
BELLS**
\$695.00

National
MANUFACTURERS
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DISTRIBUTORS OF
Coin
MACHINE
EQUIPMENT

Now
APPOINTING
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Established 1935



**DICE
SHAKER**
\$22.50

**BOWLING
ALLEYS**
6 FT. 12 FT.
\$329.50 \$379.50

Amusement Enterprises 1001 LOUISIANA
Houston
TEXAS

Bally Makes the Winners and **LAYMON HAS THEM!**

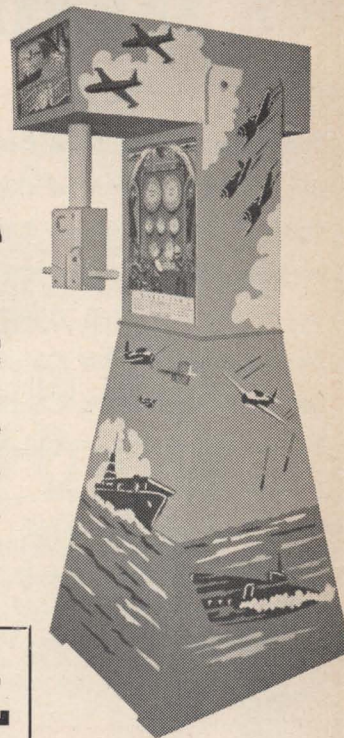
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Features all the famous features of Bally's pre-war multiples . . . Quickly convertible to one or five ball play. Packed with brand new play-getting ideas. Plenty of fast action, thrills, and suspense. Low operating cost . . . easy to service . . . positively top earning power. Order today. Push your profits to all-time highs.



UNDERSEA RAIDER

All votes go to Undersea Raider as arcade winner of the year. Sensational . . . gripping . . . drama-packed. Player fires from submarine at enemy ships will all the suspense of engaging in actual battle. This eye-catching, play-provoking, photo electric game will earn you big money fast. Beautiful . . . and rugged. Get yours today.



**COMING:
DRAW BELL**
A New Console
By Bally
EARLY DELIVERY

SURF QUEENS

Here's a post-war five ball novelty game that is sweeping the country. This sparkling, fastest five ball novelty game ever built is bringing the slowest spots back to life in a big way. Combines all of Bally's time-tested money-making features together with new play-provoking angles . . . plus improvements in design and construction that guarantee long life on locations and trouble-free operation. Flashy, fast, thrilling, colorful.



VICTORY DERBY

Greatest multiple pay-table Bally ever built. New . . . different . . . has everything to get continuous repeat play. A new high in flash, fast action, excitement and suspense that add up to top earning power. New daily double feature, mystery selections, changing odds, automatic awards and other collection - boosting features.



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ARIZONA, AND THE HAWAIIAN ISLANDS

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LOS ANGELES 15, CALIF.

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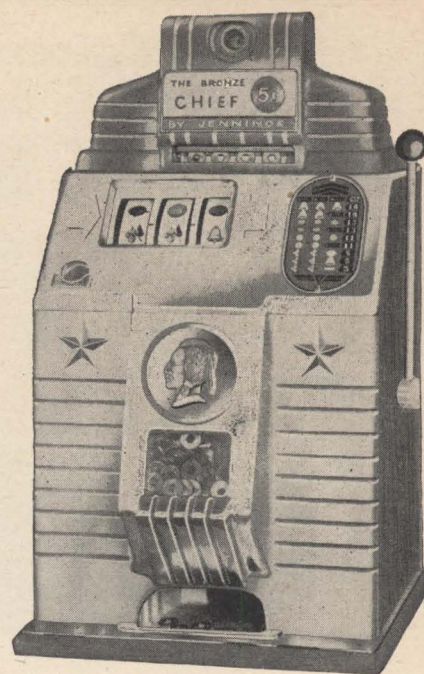
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FOR
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1946 JENNINGS' CHIEFS

Why Not The Best?

5¢ Bronze and Standard Chief.....	\$249.00
10¢ Bronze and Standard Chief.....	259.00
25¢ Bronze and Standard Chief.....	269.00
50¢ Bronze and Standard Chief.....	349.00
5¢ Super Deluxe Club Chief.....	274.00
10¢ Super Deluxe Club Chief.....	284.00
25¢ Super Deluxe Club Chief.....	294.00
50¢ Super Deluxe Club Chief.....	374.00
50¢ Silver Eagle Console.....	399.00
\$1.00 Silver Eagle Console.....	449.00
5-25¢ Challenger Console C. P.....	475.00

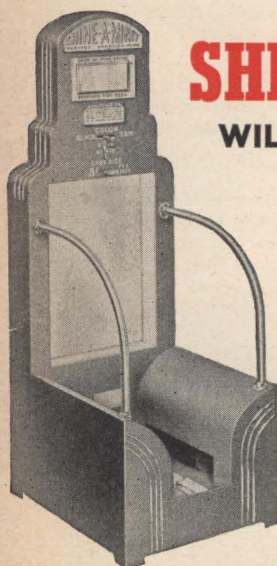


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FOR
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SHINE-A-MINIT

WILL SOON BE HERE!

ACTUALLY APPLIES AND
SHINES YOUR SHOES IN
ONE MINUTE!

Pre-Flight Trainer

The Profit
Sensation of
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SEE IT TODAY!

NOW!

Daval AMERICAN EAGLE
(Non Coin-Operated)

Genco TOTAL ROLL

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Immediate Shipment! All New Stock!

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THE COIN MACHINE REVIEW

JULY, 1946

The 156th
CONSECUTIVE
MONTHLY ISSUE

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Show Committee Named By CMI

CHICAGO—Plans for the Industry's annual convention and show, slated for February 3-6 incl., are fast-rounding into shape. At the June 4 CMI meeting, the following were appointed to the Show Committee: John Chrest, Exhibit Supply Co., Chairman; Herb Jones, Bally Mfg. Co.; James T. Mangan, Mangan & Eckland; W. J. Ryan, J. H. Keeney & Co.; J. R. Bacon, O. D. Jennings & Co.

A ruling by the Chicago Fire Commissioner, which reduced exhibit booths nearly 25 per cent, necessitated a change in floor plans.

Following their pre-war procedure, exhibit space will be offered to members first, then to non-member exhibitors in the last show (1941), with remaining space (if any) to others. Space contracts and floor plans will be mailed around September 1; no space can be bought in advance of the selling date.

The Hotel Sherman should be contacted for reservations well in advance.

G & R Sales Starts

BOSTON—A new distributing firm, G & R Sales Co., has been formed here. With Joe Green as president and Jack Ravreby as treasurer, firm will handle various lines of coin-operated equipment. Parts and service departments are planned.

On The Cover—

We knew full well it would ring the bell, but we didn't expect to hear CHIMES. And that's what we heard after the first Earl Carroll cover appeared on the last issue of THE REVIEW. We hope you like this one. It's Gay Fitzpatrick—and a neat bit of old Erin she is, too! Photography by John E. Reed.

California Leads Nation in Coin Men Supporting CMI Program

LOS ANGELES—Latest reports show California leading in the number of coinmen supporting the Public Relations Program of CMI. Pennsylvania is in second place with New York, Illinois and Texas in about third position. California has twice as many memberships as any other state except Pennsylvania.

May the West be allowed to brag a bit without being accused of Chamber of Commerce connections? Looks like California and Texas combined are going to give the rest of the coinmen a run for your money. Well, that's the old western pioneer spirit for you!

Gallagher Joins Stemler

LOS ANGELES—Skeets Gallagher, he of the films and stage, has joined with Aubrey Stemler to form the Stemler-Gallagher Distributing Co., at 2323 W. Pico in Los Angeles. "Exclusively Bally" is the slogan of the new distributorship and in addition to jobbing the Bally line of games the organization will act as exclusive distributors for the new Bally phonograph in Southern California, Southern Nevada and Arizona.

Skeets Gallagher, in entering into a partnership with Stemler, is forsaking one phase of the amusement field for another. After 25 years in show business which included careers in vaudeville, pictures and the legitimate theater, Skeets is eagerly looking forward to becoming an active part of the Coin Machine business.

"In 1942-43-44 I was in the production of 'Good Night Ladies' at the Blackstone Theater in Chicago. It was during this long engagement that I met Ray Moloney and really became infatuated with the Coin Machine business," said Gallagher. "After the biggest portion of a lifetime on the road it's grand to get back to California where our two children were born and to get established in another branch of my chosen profession—the amusement industry."

Commenting on the new partnership Aubrey Stemler, a veteran in the business, added: "I'm very proud to be associated with Skeets Gallagher in our new distributing firm. We know operators will enjoy meeting Skeets for his has been a long and interesting career in the amusement industry of which we are a part. We are looking forward to a very successful partnership and we invite all my old friends in the business to come in."

Another news flash from the CMI front says that the program, and we quote, "is going to be put over in a big way." We approve. And that is something worth waiting for.

Yes, it will take a bit of waiting. You can't pull public relations programs out of a hat like a rabbit. But now that Industry-wide support is assured (By the way, did you send in your check yet?), the wheels will start turning and the whole thing will begin to roll.

According to a very reliable source, the launching of the program will be preceded by a dinner for manufacturers with Senator Capehart as the main speaker. It's going to take a lot of money to put the program across, you know. The Associate Memberships are tokens of support and demonstrations of the representative nature of the association but the manufacturers are going to have to help heavily in underwriting it. We can count on them to do their part. They've watched the results in a

—TURN PAGE

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For Automatic Equipment,
Parts and Supplies

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SLOT MACHINES AND VEST POCKET
CASTINGS FOR SALE

G. B. SAM

541 E. 32nd Street, Los Angeles 11, Cal.
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**THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST TWELVE YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!**

dozen different fields and know the importance of this campaign. No doubt about it—big things are in the making—we're making the history of our Industry right now.

Day of News Vendor Nearing in Canada

WINDSOR, Ont.—The newspaper price went up—and so did hopes for news vending machines. When the *Windsor Star* raised the ante from three to four cents, prospective news-vending operators saw bright light glimmer through the overcast. Of course, most machines being readied for market are equipped with change-returning mechanisms, but a standard five cent price would simplify matters considerably as well as make newspaper purchases through machines more popular with the masses.

At present every Canadian daily west of the Great Lakes sells for a nickel, as well as those in Timmins, Fort William, and Port Arthur, Ontario.

New Bowl-Type Game

LOS ANGELES—Studded with appeal, flashy to the eye, and exciting to play, the new *Kontest Bomber* has scored sensationally in the short time since its introduction. This new five-ball bowling game, manufactured on the Pacific Coast, is chuted for nickel play and has a beautiful panel which lights up when scores register. *Kontest Bomber* introduces an innovation to the pin table industry with its "fall-away" playing field principle.

First distributor to be named is Paul A. Laymon, whose showroom houses a sample. Deliveries are now being made.

Pliny Likes Slots

In his "Keeping Up With the World" column in a recent issue of *COLLIER'S*, Freling Foster told of a white rat named "Pliny" who was trained by university scientists to operate a slot machine in order to get his food. Not with coins, though. With marbles.

Judging from some of the things operators have found in their cash boxes, Pliny has a lot of relatives who are smarter than he is and probably they didn't even have to go to college to learn how.

Triangle Sales Enlarges

SAN FRANCISCO—Triangle Sales Co., formerly doing business under the name of the A. C. S. Novelty Co., has moved to larger quarters at 1000 Columbus Ave., San Francisco.

Move to the new building, which is valued at \$30,000, has been made necessary by a steady increase in business, according to P. Anderlini of Triangle Sales.

The company will continue to sell, operate and service a complete line of coin machines and will also be distributors for pin game manufacturers.

T & L Open Lavish New Home

CINCINNATI—June 5 marked the opening of the T & L Distributing Co.'s new quarters at Central Parkway and Lincoln Drive. Several hundred guests were wined and dined by Owners Sid W. Block and Leonard Goldstein.

The new building encompasses extensive showroom space, with the repair shop downstairs and stockroom on the main floor.

New Change-Maker

BURLINGTON, Vt.—A fully automatic coin-changer which collects five cents for merchandise and makes change for dimes and quarters has been announced as a new product of Bell Aircraft Corp.

Customers of vending machines who find they do not have a nickel handy won't have to walk away disappointed when coin-changers are used in the machines, according to Lawrence Bell, president of the company.

"If you haven't a nickel," he said, "just deposit a dime and you get the desired merchandise and a nickel in change. If you deposit a quarter, you receive the merchandise and four nickels in change. The coin-changer, of course, also accepts nickels to deliver your candy bar, chewing gum, soft drinks or other merchandise."

Students and faculty members at the University of Vermont had an opportunity to put the coin-changer to its first public use when one was incorporated in a soft drink machine in the Waterman Building cafeteria on the University campus here.

This new machine has undergone thorough tests, simulating public use, by employees at the Bell plant. The machine is equipped with a device which detects and rejects slugs. If the supply of merchandise becomes depleted, any coin deposited is automatically returned.

Shines and Massages 'Em In 50 Seconds

NEW YORK—Existing time trials for coin-operated shoe shine machines were reduced to a new low when PanCoast Amusement announced perfection of a machine that will not only do the job in 50 seconds but massages the feet as an aid to circulation.

The new machine climaxes several years of trial and experimentation; production is expected to commence in several months.

PanCoast's new invention is a seven-brush, self-adjusting machine, with a self-contained, automatic polish lead. The foot can be withdrawn at any time and re-inserted while the machine is in operation.

Local coinmen who were given a preview demonstration are enthusiastic about its possibilities.

PanCoast have manufactured such hits as *Victory Roll* and *Hi Score*.

\$100,000 Expansion

CHICAGO—An enlarged plant of 30,000 square feet, housing the most modern showrooms, shops and offices, will be the home of American Amusement around August 1.

Located at 158-164 East Grand Avenue, the new headquarters culminates 20 years of success in the coin machine business by Owner Harry Brown.

Despite current shortages, he expects volume to treble; and in anticipation of increased sales, he will double his present force.

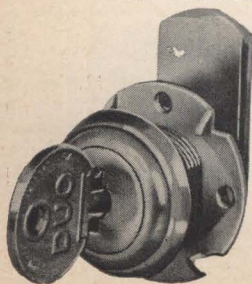


YOU CAN'T SAFEGUARD YOUR RETURNS THIS WAY... BUT...

...look at the protection you *can* get from famous Illinois Duo Locks!

- Key can't be duplicated on standard key machines
- Triple-combination action of 14 tumblers makes picking virtually impossible
- Floating key guides assure perfect alignment and easy operation
- and, in addition, you can get the exclusive DUO REGISTERED KEY PLAN which gives you the only key in your territory that will work all locks which have your registered key combination. You need only one key for all your machines...yet you get maximum protection.

Write for complete information!



ILLINOIS LOCK COMPANY
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Legal Anywhere!

SMILEY

A Brand New Counter Game with Real Appeal

— SEE —

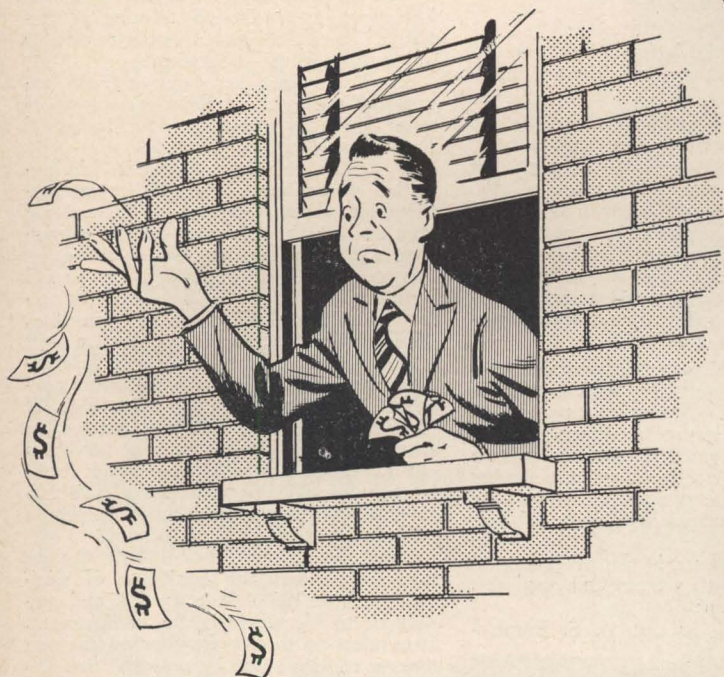
PAUL A. LAYMON

DISTRIBUTOR
1503 West Pico Los Angeles 15

COIN
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REVIEW

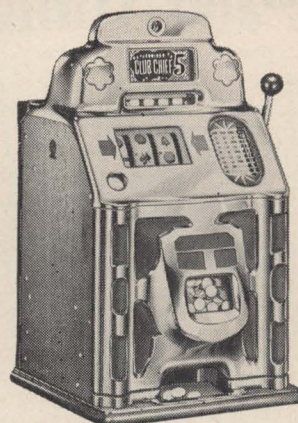
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FOR
JULY
1946

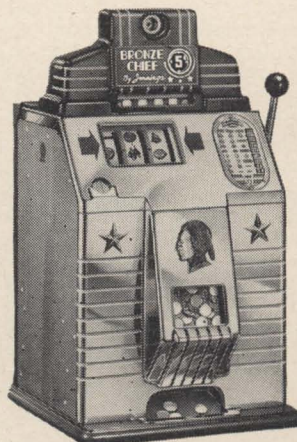


**ARE YOU THROWING
MONEY
OUT THE WINDOW
NEEDLESSLY?***

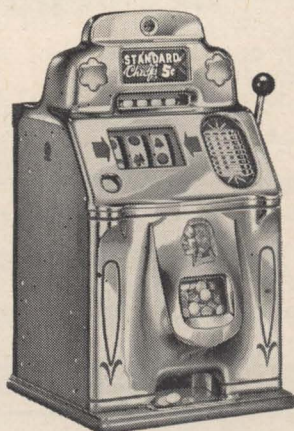
***DUE TO FAULTY OPERATION
Brother, See a Jennings
Dealer Or Distributor No Later
Than Tomorrow!**



SUPER DE LUXE CLUB CHIEF



BRONZE CHIEF



STANDARD CHIEF

COIN
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O. D. JENNINGS AND COMPANY

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Vets Administration Offers CMI On-The-Job Training Benefits

In 1940 Jim Doe worked as an apprentice in a coin machine jobbing establishment. Jim was a conscientious fellow, and in a year would be rated a full-fledged mechanic. Then along came the war. Jim moved from civilian life into the field of khaki and blue where he served for three years. Now he returns to his old place of employment. Jim was an apprentice when he left. Will he continue to work as an apprentice, at apprentice wages, until he qualifies as a mechanic?

Bill Brown was attending college when the draft board mailed him Presidential greetings. Bill served his time, and then instead of continuing his education, he wanted to enter the coin machine field. So he checked with concerns on the Row and found one who would train him to be a service man at apprentice wages. While in uniform, Bill had married and was the father of a child. How could he make both ends meet on apprentice wages?

Answers to both of these hypothetical cases are furnished by the Veteran Administration's "On-the-Job" Training program, as embodied under Public Law 346 and

Public Law 16 (the latter covers vets disabled ten per cent or more who are drawing a pension).

The program is designed to bridge the gap between apprentice pay and journeyman's pay. Under Law 346 a single vet receives a maximum subsistence of \$65 per month while a married man is entitled to \$90. In no case can a vet's pay-on-the-job plus the government's subsistence allowance total more than a journeyman's wage. As the vet's pay-while-training stipend increases, his subsistence decreases proportionately.

Any man receiving an honorable discharge after serving ninety days or more is eligible to apply. Ninety day service entitles the vet to one year of training with subsistence; one year's subsistence will be paid for each year of service; those serving three years or more are entitled to the maximum apprenticeship period of four years.

Step, by step, here is the procedure to be followed by both veteran and employer.

First, the veteran:

1. Contact the nearest U. S. Employ-

ment Service office for information on job opportunities. If the USES has no openings in the coin machine field, the veteran can call upon jobbers and operators and perhaps locate such an opportunity.

2. Ascertain whether the firm where he is or will be employed has been approved by the State Department of Industrial Relations as an on-the-job training institution. (The USES or his employer will be able to furnish this information.)

3. If the firm has not yet been approved, he should request the employer to apply to the State Department of Industrial Relations for such approval.

4. Obtain from the Veteran's Administration a certificate of eligibility and entitlement, stating the length of training time during which he may receive subsistence allowance benefits. In order to get this certificate of eligibility, he should contact the nearest VA office, either in person or mail, and fill out VA Form 1950. If his service has been in the army, a copy of his discharge is sufficient. If he's ex-navy or coast guard, he should have a photostatic copy of Separation Form 553. If his service has been with the marines, he should bring a photostatic copy of Form 78PD. Reason for the separation forms in the case of navy, coast guard and marines is that they contain more pertinent information than discharge papers.

5. If the veteran is found to be eligible, then he receives the certificate of eligibility (Form 1953) from the VA and presents it to his employer for endorsement. It requires up to sixty days before the certificate of eligibility is approved and returned; however, the veteran does not have to wait that long before starting work. As soon as his employer receives temporary approval from the Division of Apprenticeship Standards, he may go on the payroll.

6. The vet's subsistence payments are retroactive to the date his application was received at the Veteran's Administration or the day he entered training, whichever is later.

Now for the employer:

1. Contact the Department of Industrial Relations, asking for approval as an on-the-job training institution for veterans. This should be done before the vet starts to work, but must be done before the veteran can become eligible for his training benefits.

2. The employer will then receive from the Department Application Form OJT-1 (this form is also available at USES offices). He must fill in this form in duplicate, return to the Department, and will then receive necessary information for obtaining temporary and final approval. If the firm requires assistance in setting up its training program for approval, The Department of Industrial Relations will, upon request, send a representative to help.

3. Determining factors in deciding whether a firm is approved or disapproved

(See VETS, Page 16)

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WE TAKE THE GAMBLE WHEN YOU BUY FROM US!

Any Machine We Sell Is Guaranteed to Satisfy or the Shipment Can Be Returned Within Five Days After Delivery for Full Cash Refund of Purchase Price Less the Transportation charges.

GET OUR PRICES

MILLS GOLD CHROME BELLS
MILLS SILVER CHROME BELLS
MILLS BROWN FRONT BELLS
MILLS BLUE FRONT BELLS

MILLS CHERRY BELLS
MILLS BONUS BELLS
MILLS MELON BELLS
MILLS CLUB CONSOLES

BAKERS PACERS

ALL MODELS — ALL COIN PLAYS

We Specialize in Rebuilding Mills Slots and Paces Races

SEE US FOR PACES RACES — Service and Supplies

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Ask the Operators Who Do So!

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Specialists—Coin Machine Industry

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America's
**FINEST
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Can't be told from NEW!

Available in
**GOLD, SILVER or BLACK
 CHROMES**

Order Today! It will Pay!



We have thousands of satisfied customers. Why not join the crowd by ordering these beautiful "eye appealing" 50c SLOTS. All machines sold on money back guarantee. Available in stock for immediate delivery. 2/5 or 3/5 pay.

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SILVER CHROME CABINETS

Gold and Black Chrome Cabinets also available all completely assembled, 5c, 10c or 25c play—2/5 or 3/5 pay.

Fit All Mills Escalator Type Machines!

BRAND NEW!

\$ 39⁵⁰

American Amusement Co.

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"IF YOU MISS US - YOU MISS MAKING MONEY"

COIN
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VETS

(Continued From Page 14)

are: (a) Has the employer a bona fide program? (b) Has he the facilities to undertake such training? (c) Has he skilled employees to furnish the training? (d) Is he maintaining a proper ratio between skilled men and trainees? (e) Is the field he is engaged in a stable one so the veteran can expect to procure a position in the classification for which he is training? (f) Has he made provision for the rotation or advancement of the veteran through the several operations during his training period? If answers to these questions are "yes," automatic approval is assured.

4. After the firm has been approved,

the employer is qualified to sign the endorsement on the vet's certificate of eligibility (Form 1953) which the vet presents.

5. Send this endorsed certificate of eligibility (which has been signed by both vet and employer) to the Veteran Administration's nearest office, together with information required under the caption "If Apprentice or Other On-the-Job Training," found on Page 2 of the veteran's certificate of eligibility.

6. The VA will furnish the firm with the forms they are required to fill out monthly.

The vet who is receiving pension for ten per cent or more disability makes application on Form 1900. His pension and subsistence allowance, together with job

earnings, cannot exceed journeyman's pay. The Advisement Section of the VA interviews the disabled applicant to determine the extent of his disability in regard to the type of work for which he is applying.

We now come to another hypothetical case: Jack Jones decides he wants to take his specialty training in a neon light factory. He has served two years in the armed forces and is therefore entitled to two years' training-on-the-job. After six months, Jack decides that he does not have aptitude for this particular field, but instead would like to train as a phonograph service man. What should he do?

Jack still has a year-and-a-half training to his credit. He must apply to the VA for another certificate of eligibility and follow the same procedure previously outlined.

Approximately half the states have an apprenticeship law which sets certain standards. In such states this law must be adhered to. However, it is usually flexible enough so as not to cause trainee or employer any inconvenience.

If the establishment is a closed shop, the trainee must follow closed-shop regulations in accordance with union-management stipulations. In the event one firm's pay scale is out of line with other firms in the same field, the Department of Industrial Relations will talk to the employer in an effort to have the scale adjusted.

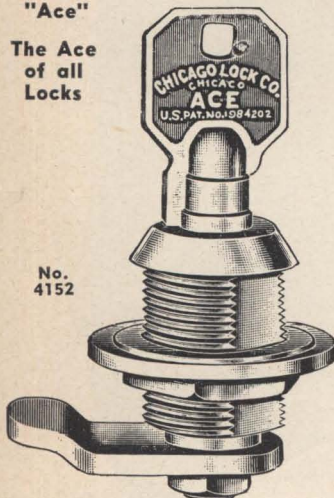
The VA is manned by a staff of investigators who make periodic checks on employers to ascertain whether they are complying with regulations.

The Veteran's Administration points out that not only is the vet benefitted by on-the-job training, but the employer as well. In listing the apprentice's duties and in deciding how many apprentices and specialists he requires, he trains himself at the same time, works toward a definite plan, and thus increases his own ability to organize.

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PATENTED Locks

"Ace"
The Ace
of all
Locks

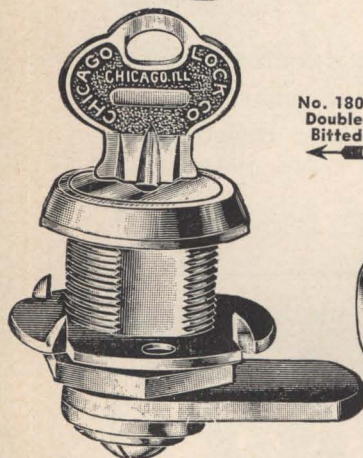


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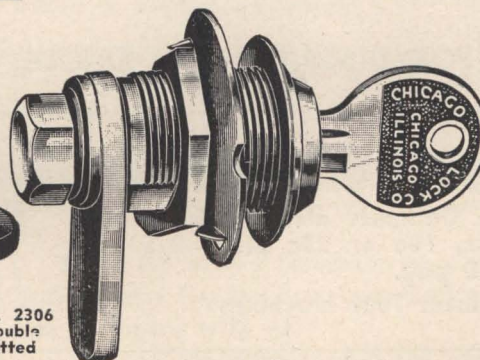
STANDARD EQUIPMENT on America's Leading Coin Operated Devices

You can't compare the Chicago "ACE" Lock with any other lock. It's different—INSIDE AND OUT! Its ingenious mechanism makes it drill-proof, shear-proof. And the Ace ROUND Key—the strongest made—defies duplication. Chicago Ace Locks can be all keyed alike or furnished to various key changes. . . . Play Safe!—Enjoy—"UTMOST SECURITY" with Chicago "ACE" Locks. Ask your distributor—or write us—TODAY.

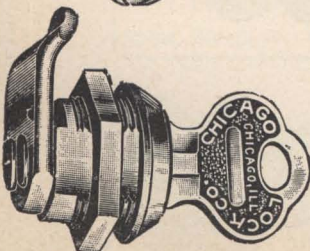
Thousands of Operators and Manufacturers have found that No Other Lock Equals the Chicago ACE Lock for Real Protection . . .



No. 1801
Double
Bitted



No. 3795
Single Bitted



No. 2306
Double
Bitted

There's a CHICAGO LOCK for Every Purpose

Over 100 Different Locks . . . for new equipment and replacements . . . for metal or wood cabinets . . . for vending, amusement, and musical machines . . . Ace Locks, Single Bitted, Double Bitted . . . Locks for all purposes . . . Write for catalog complete Chicago Line.

CHICAGO LOCK CO. 2024 N. RACINE AVE.
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If You Want
to Buy

**COIN WRAPPERS, COIN
CHUTES and SUPPLIES**

3, 6, 7 1/2, 10, 15 Amp
Fuses, etc.

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IT'S TREMENDOUS AS A MONEY-MAKER

and LEGAL EVERYWHERE



Sensational

ROLL-A-BALL

Barrel Roll

THE NINE BALL ALLEY

WITH THE PLUS



FEATURE

Thrill Skill

REVOLVING BARREL

not just another skee ball alley . . .
It's the greatest income producing
LEGAL GAME ever manufactured.
And that has been proven where the
proving means most . . . on location.
Hundreds of BARREL ROLLS are now
in operation throughout the nation
nabbing nickles . . . fast. Get Your
Share of This Gravy. ORDER YOUR
BARREL ROLLS TODAY!



FEATURES

Thrill Skill Revolving Barrel

Legal Everywhere • Location
Tested • Solidly Constructed
Absolutely Foolproof • Noise-
less • Giant Cash Box • Simple
Assembly • Flashy Colored
Backboard Lite-Up • 9½ Ft. Long
Guaranteed Workmanship

F.O.B. POUGHKEEPSIE, N.Y.

\$379.50

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OR WRITE - WIRE - PHONE

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Johnson Re-enters Field Manufacturing Bowling Game

LOS ANGELES—*Strikes n' Spares*, a bowling game which is purported to be the most revolutionary new amusement device since Ray Guns, is the first new game to be announced by Ed Johnson and his two associates, Frank Grow and Eugene May, who have entered the manufacturing field here.

Johnson, former Vice-President of J. P. Seeburg Corp. and a veteran in the Coin Machine Field, has joined with Grow and May of the Grow Gear and Manufacturing Co. in the production of the new game which is the first of many startling new innovations which will be released in the months and years ahead.

Strikes n' Spares is an honest-to-goodness bowling game embodying all the well-known principles of bowling. Game has been scaled down to an exact replica of a regulation alley, i.e., pins, ball and alley are exactly in proportion to a standard alley. Experienced bowlers attest to this fact and find play on the game comparable to play on a regular alley.

Five frames with strikes and spares are available upon the insertion of the first coin. If a player desires to complete the last five frames, an additional coin permits this play. Score on the first five frames is retained upon insertion of the second coin. Or a player may clear the score and start afresh upon inserting a second coin. Play may be 5c and 5c, 10c and 5c, or 10c and 10c. Games have been in operation since February 1st and location tests show an average net of \$1.50 per hour.

Utilizing the experience gained through precision war manufacture, the Grow organization has built into *Strikes n' Spares* a mechanism that is faultless in operation. Mechanism is divided into three distinct units, each of which is assembled on a separate panel and mounted on rubber. Each unit is easily removable for service.

"In *Strikes n' Spares* we believe we have the very ultimate in bowling games," declared Ed Johnson. "Here is a game that does everything automatically. Machine keeps track of the frames being played, totals the score, automatically sets pins and allows for strikes and spares. The game is constructed of the very finest materials it is possible to obtain and the 14-foot length is impressive and beautiful in any location. Over 50,000 man hours were invested in development of *Strikes n' Spares* and we are confident we have a game that is as trouble-free as it is possible to build one. The game has thoroughly proved its profit possibilities on actual location tests and the fascinating appeal incorporated in its play makes it a game for all ages—from 8 to 80."

Strikes n' Spares was engineered and built by Grow Gear, the West's foremost manufacturer of critical gears and precision parts, under the supervision of D. W. Price, one of the Coin Machine Industry's leading designers. Limited production is now under way and shipments will start June 6th. National distribution will be handled by Universal Pacific Sales Co., with Ed Johnson acting as Salesmanager for the

Western States, and Jack Nelson, former Vice-President in charge of sales for Rock-Ola Mfg. Corp., as Salesmanager for the East and Middle West.

Distributors Named

HOUSTON—Bill Siros, President of Amusement Enterprises, has announced the appointment of the following distributors: Acme Novelty Co., Pittsburgh; American Vending Co., Miami Beach; Silent Sales System, Washington, D. C.; Ace Storey Amusement Service System, Boston; Bush Distributing Co., Minneapolis.

In naming Harold Perkins manager of the Chicago branch, Siros said that the Houston office will continue to handle the mid-west territory until proper facilities are installed in Chicago.

Distributors for the remaining territories in the United States will be appointed shortly.

Amusement Enterprises manufactures the following games: Twelve Foot Bowl-O-Ball, Six Foot Bowl-A-Jump, A. E. Dice Shaker Board, Pitchem, and Star Bell Console.

Sportcaster's Brother New Op

WASHINGTON—The District of Columbia welcomed its latest operator to the fold when Joe McDonald inaugurated "The Joe McDonald Enterprises."

At present, Joe, brother of Sports Announcer Arch McDonald, is operating Hirsh Coin Machine's sensational *Red Ball*, a combination pin game-billiard table, and will soon add the new Packard phonograph to his growing line.

Joe operates *Red Ball* on a 60-40 percentage basis. "The locations are well satisfied, and so am I," Joe said. "Under this arrangement, 'The Joe McDonald Enterprises' average a \$75 weekly gross on each machine. Which ain't bad for a beginner."

Beginner or no beginner—it still isn't bad.

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Hail COLUMBIA BELLS

The Money Making King

IMMEDIATE DELIVERY

Fresh off the production lines—with new mechanical improvements—it's the famous COLUMBIA TWIN JACKPOT BELL!

These new, improved 1946 models in dazzling, durable finish are changeable right on location to 1-5-10-25c play; hence, you get the service of four machines for the price of one . . . plus double slug protection!

COLUMBIA makes more money f-a-s-t-e-r—costs less money to own. It's the money making KING.

CHANGEABLE
to 1c, 5c, 10c or
25c play

OPERATOR'S PRICE
\$132⁵⁰

F.O.B. CHICAGO, ILLINOIS

All orders must be accompanied by one-third deposit, postal money order or certified check, balance C. O. D.



GROETCHEN TOOL COMPANY

RANDolph 2807

126 North Union Avenue, Chicago 6, Illinois

Adjustment of Location Percentage Poses Operators' Gravest Problem

Unless there is an adjustment on location percentages many operators will be forced to go out of business.

Those are hard words, explosive words packed with dynamite—but analysis of current conditions backs that statement to the hilt.

Here are the facts:

Before the war a mechanic received \$35 to \$50 a week. Cost of a five-ball game averaged \$90. A one-ball sold for approximately \$215, while phonographs were priced from \$350 to \$400.

Today a mechanic's wages run from \$75 to \$100 a week. Pin games scale \$250 to \$350. One-balls sell for \$550 to \$600. Phonographs range as high as \$800.

And prices are still on the rise. Overnight Bally's Derby jumped \$72.50. A Genco game originally sold for \$375; today it's \$550. Keeney's Console hurdled \$40 to \$45 in a week.

A coinman well-versed in the field predicts that by the end of 1947 the value of equipment will have increased 40 per cent.

Yet the same nickel still plays—but it is a copper one that doesn't begin to meet high operating expenses.

Before hostilities a man could pay for the cost of a game out of location proceeds in ten weeks. Today it requires ten months.

A year ago an operator bought Longacre for \$420. At the end of ten months, his location take was \$1100. That same game now sells for \$700, thus cutting his gross more than one-third.

The only suggestion possible for keeping the operator a going concern is to adjust percentages. And what would a fair percentage be?

A country-wide survey reveals the following:

Some operators favor a 70-30 division. Others say it should be two-thirds and one-third. Several have suggested removing the nickel slot on phonographs and changing it to ten cents per tune, three for a quarter. Still another is for the operator to count out the first \$5, \$10, \$15, or \$20 in weekly proceeds and then divide the balance fifty-fifty.

Several operators of new games have

agreements whereby they receive a flat guarantee of \$15 or \$20 per week—with the remainder being split. If the machine fails to gross \$15 or \$20, the location makes up the difference.

HERE IS WHY COMMISSIONS MUST BE ADJUSTED

The following balance sheet was provided by a man who operates 30 phonographs. The figures are based on an \$800 machine, with a four-year depreciation. You will note that the weekly gross is \$28. There are no wall boxes included. However, the additional revenue derived from wall boxes would also raise expenses.

INCOME	
Gross receipts	28.00
Less 50 per cent for location	14.00
Gross operating profit	14.00
EXPENSES	
Depreciation	4.00
Records, Needles, Parts and Tubes	2.00
Salary @ \$90 per week	3.00
Insurance, Taxes, License, and Workmen's Compensation	1.00
Car Expense, Misc.	2.00
Hauling and Installation....	.50
Total Expenses	12.50
Net Profit	1.50

Thirty machines at \$1.50 totals \$45. Verily, the operator, under the present 50-50 division of gross, could do better driving a truck.

The amount of money taken "off the top" could be gauged to the cost of installation and figured on a basis of one per cent per week. In other words, if it costs the operator \$1500 to set up, then \$15 would be removed each week for 100 weeks.

In advocating a commission adjustment for phonographs, William A. Goetz, veteran New York operator, traces the era of automatic music to its inception. "In figuring the first commission basis on the 24-record selective Gabel, we took everything into consideration, such as our investment, records, tubes, the service which we had to furnish and also what location owners paid previously for music machines. The basis which we reached was to pay a location owner 50 per cent of the receipts over ten dollars, but if the machine took in less than ten dollars we figured we could not pay any commission. Everybody was satisfied with these terms. The receipts then were not as good as today; however, we averaged nine dollars weekly on each machine and our expenses were much less than today."

Goetz goes on to explain how he arrived at the ten dollar figure: "Experience has shown that you must replace a phonograph in a location every two years, or else lose your location to a competitor. Therefore it was and always will be necessary to take five dollars a week out of your gross receipts so that you will have sufficient money in two years to pay for the new machine. Then you will also have to withhold another five dollars from your weekly receipts to cover your organization and trucking expenses, and for the cost of records, needles and service. So, you cannot possibly pay any commission where the gross receipts of a phonograph are less than ten dollars weekly."

Goetz reveals how the first coin-operated phonos, thrown on the market by the thousands, upset the commission appletart. Inexperienced operators promiscuously offered 50 per cent of the gross and that set a pattern which is still in effect.

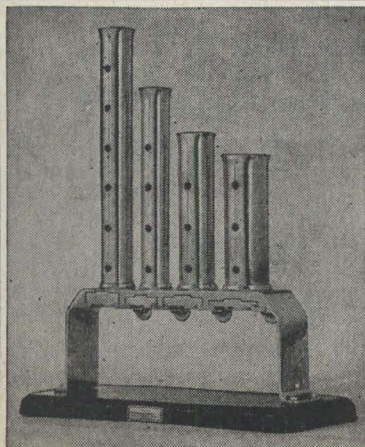
To meet the new competition, Goetz offered locations 50 per cent over three dollars, and then dropped it to a straight 50 per cent split, but found that the machines did not net enough to meet expenses or pay for his investment. By talking intelligently with his customers, Goetz was able to swing the percentage back to the original 50 per cent over ten dollars.

Now comes the difficult part. With a percentage decided on, how would it be enforced? By 100 per cent co-operation, you say; by everyone pitching in and adhering to a strict non-variable percentage. That sounds wonderful, but setting up a

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Master Changers--

Highly Polished chrome finish—precision machined—weighted non-slip base—dispenses 5 nickels, 5 dimes, 4 quarters, or 2 halves—

\$27.50

(Distributor Discounts)

Northwest Sales Co.

3144 Elliott Ave., Seattle 1, Washington

**GAMES, CONSOLE
SLOT & VEST POCKET
REPAIRING and
REFINISHING**

All work guaranteed

Bring 'Em In!

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program and having that program work in actual practice are horses from different stables.

We've dug up a few case histories, typical examples of every-day operating practice. Let us cite several.

One company had an exclusive on a slot machine. They employed some 40 operators. The specific understanding before they went on their routes was that no location's percentage would vary in the least from 25 per cent. A check-up revealed that not one location was receiving the 25 per cent. All exceeded that figure.

An operator landed a new location, not yet open for business. It cost him \$3000 to install six pieces. The percentage agreed upon was 50 per cent for marble games and phonographs and one-third on consoles. Before the operator had completed his installation, and before the location had opened for business, a competitor offered higher percentages, and the first operator was forced to leave.

In another instance the location owner was a former operator. As an operator he had called on the local association about three times a week, each time bringing along a tear-laden crying towel which he used profusely. Each time his complaint was the same: **percentage chiseling.**

The operator became a location owner and the tune changed immediately. He received a better offer from another gamer. So he promptly asked the incumbent to move out. The about-to-be-evicted operator said: "How can you do this when you were a former operator, when you know the problems facing us? You used to tear your hair when chiselers moved in on your spots."

The new location owner answered complacently: "I want the best possible deal I can get. This man offers me more than you. So in he comes and out you go."

Sometimes a heart-to-heart talk with the proprietor can save the location. If the operator is giving superior service, he can point to that as a factor in the game's heavy play and their mutual profit. But too many times selfishness is in the saddle and

the operator is confronted by a deaf ear and a one-way ride.

The two most logical solutions are: (1) a contract with the location, specifying percentages (This is especially effective when a new game is about to be installed) and (2) a nation-wide network of two-fisted associations.

In the latter course a percentage is set, and any operator who violates the ruling is barred from the location for a certain period. If he persists in remaining, he forfeits his membership in the association and is placed on the blacklist.

But even the best organization in the world cannot always cope with the human element. We know an association, one of the best-directed in the country, which has such a ruling. They heard complaints that a certain restaurant was getting a side commission in addition to the regular 50 per cent. The association sent around an official to talk to both owner and operator. They were amazed that such a violation should even be suggested and told the official that theirs was strictly a fifty-fifty basis. The official left, but he wasn't convinced. One day he chanced upon a chap who needed a dishwashing job and referred him to this particular restaurant. The salary was seven dollars per day but the association paid him an extra \$15 daily to keep his ears and eyes open.

Sure enough the dishwasher reported that an under-the-table agreement was in effect whereby the restaurant owner received regular bonuses in addition to the authorized percentage.

Will every association be forced to operate a detective bureau to check on each location? If so, who will stand the cost? If the association must add policing on a far-reaching scale to its present activities, that will boost their overhead; those added costs will, in turn, be passed on to the operator. So the operator will get a satisfactory percentage adjustment but will have to pay a good part of the difference between the old percentage and the new for police service.

It's not a very pretty picture, is it? But

the operator has fed and encouraged this percentage-chiseling Gargantua and now he must either remove him from the scene or be devoured by him.

Special Federal Tax Due July 31

LOS ANGELES—Now is the time for all good operators to come to the aid of their locations

Special Tax Returns Form 11-B must be filed with the Internal Revenue Office in your vicinity before July 31, 1946, for the period July 1, 1946 through June 30, 1947. Penalty for delinquents ranges from five per cent per month to 25 per cent per month.

This tax concerns locations only. In helping the location owner fill out Form 11-B, operators should bear in mind the following salient points: Only one return should be filed for one place of business. For example, if there are three pin tables, two phonographs, one bowling alley, and one billiard table in the location, the entire declaration is made on one Form 11-B, regardless of whether there are one or several operators' games in that location.

After the owner has received his Federal Stamp, check it carefully with him. Note the period of time for which the stamp is issued. In the event of a change in ownership or partnership (through death only), or address, the proprietor should notify the Internal Revenue Department within thirty days and thus will not have to pay additional Federal Tax.

There are four categories of taxable equipment which must be listed on Form 11-B: (1) \$10: equipment which comes under coin-operated amusement devices (pin ball games, music machines, ray guns, etc.), (2) \$100: equipment which comes under coin-operated gaming devices (slot machines and all other machines involving elements of chance), (3) \$20: bowling alleys, (4) \$20: billiard and pool tables.

In placing a game on location during the month, declaration must be made before the end of that particular month and tax pro-rated to the end of the fiscal year

COIN
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FOR
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1946



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with the
Trigger Controlled
SOLDERING GUN

Ideal for work in cramped or small places; heats to a soldering temperature in a few seconds following pressure on the trigger. Heats only when pressure is on the trigger, when actual soldering is being done. Degree of heat is controlled by trigger—high or low—as desired.

Saves you time, labor, materials. Order today.

Only.....\$4.75

— SEE —

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A Brand New Legal Skill Game!

"KONTEST BOMBER"



**TAKES NO
MORE SPACE THAN
THE AVERAGE FIVE
BALL GAME:
24" x 48"**

Here is a sensational new game—equaling in attractiveness, style and streamlining the best of the games built before the war, and incorporating a play principle that pays off big for the operator. 100 per cent legal—this game can be used in most closed territory. KONTEST BOMBER is a 5 ball game operating on a nickel play. Balls are manually rolled into scoring pockets and score registered on brilliantly silk screened scoring panel. Two player action is incorporated and large playing field embraces new fall-away principle.

KONTEST BOMBER Is NOT a Revamp

This game is BRAND NEW throughout . . . all NEW parts and material and a BRAND NEW playing principle that holds the play and encourages replays. Sturdily constructed, beautifully finished.



**You Must SEE and
PLAY This Game To
Appreciate Its Beauty
and Earning Power!**



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DRexel 3209

Los Angeles 15, California

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FOR
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PLAYER APPEAL *that* DAZZLES *the eye*

JUMBO HOLE
SMASH-HIT
800 HOLE 5c PLAY
\$15 TOP PAYOUT
\$22⁹⁶ PROFIT

FREE CATALOG SHEET
OF OTHER WALSH
"PLAYER APPEAL"
BOARDS ON REQUEST

WE CAN SUPPLY YOU REGARD-
LESS OF STYLE, NUMBER OF HOLES,
PAYOUT, OR PURPOSE. WRITE
US YOUR REQUIREMENTS.



THOMAS A. WALSH MFG. CO.
201-207 SO. TENTH ST., OMAHA, NEBR.

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Challenge in Sales Shakeup

BATAVIA, Ill.—Henceforth, the automatic equipment division of U. S. Challenge Company will handle sales on a national scale, superseding Challenge Industries.

In announcing the change, Dr. Henry M. Garsson, president of the firm, also revealed that Sam Kresberg and Albert M. Cole—the former, Challenge sales chief in the New England and Mid Atlantic region; the latter head of the Southeastern area—had severed their connection with the firm. Garsson complimented both men on the fine job of setting up distributorships.

Garsson also revealed that Western Vending Co. has been appointed national sales distributing agency for Challenge's soft drink machines which hit the production line last month.

While Kresberg and Cole's forthcoming plans have not yet jelled, they are expected to announce affiliation with an automatic phonograph manufacturer shortly.

PANORAM MECHANIC

3 Years Experience
Owns Tools, Car
Film Splicer, Tibe Tester

Also Knowledge
of Slots, Mechanical
Wired Music, Pin Balls

ALL INQUIRIES ANSWERED

BEN DICHTER

810 North Ardmore
Hollywood 27, Calif.

Bulb Scarcity Adds To Shortage Woes

CHICAGO—This is a report on shortages—so be prepared for the worst.

The three big items bottlenecking production are lumber, steel, and enameled wire. The latter item very seldom sees the cold cash of market because it is so scarce that supply houses handle it like our forefathers used beads and bright knick knacks when doing business with the Indians: by barter.

Most acute of the lumber items are plywood and veneers. Steel kayos motor bases, brackets, and transformer laminations. The supply of contacts and switch blades is tighter than a war censor's lips; these products are made from phosphorous bronze which is under stringent government regulation.

Added to the growing list of shortages is an item that deals both manufacturer and operator a devastating blow; miniature light bulbs used in pin games and other devices.

So scarce is this small but vital product that one bulb factory is taking orders from new customers 27 months in advance!

This newest headache is principally caused by the following factors: (1) increased demand by manufacturers of coin-controlled equipment as they strive to catch up with tremendous back-logs, (2) past strikes at Westinghouse and G. E., (3) The United States is the only large lamp-producing country still producing for a world-wide market; Germany and Japan had extensive bulb works before the war, but with destruction of their vital industries and occupational problems, they have been slow in resuming activity in this field.

"Pitchem," New Counter Game, Scores Smash Success

HOUSTON, Tex.—The most perfect penny counter game ever to come from a draftsman's board.

That is one of the many superlatives showered on Amusement Enterprises' sensational "Pitchem," the proud result of four years of engineering research and experimentation.

"This is an auspicious day for the trade," said Bill Siros, the firm's president, when he unveiled the new game before a huge throng of operators and distributors. "We are happy to announce that we are starting initial production of 20,000 'Pitchems.'"

Among the outstanding features is a unique color scheme in its background scene showing a basketball court, with players in action poses and spectators crowding the stands. There are two manipulations before a score can be made. First, the player, who is a life-like model of solid aluminum painted in bright colors, with a number on his jersey, must catch the ball and then pitch it into the basket to register a score. Hence, the origin of the game's name.

The sheer simplicity of the mechanism and the ease in handling have won acclaim from operators and service men alike.

Houston Firm Opens New Branch

CHICAGO—Bill Siros, president of Amusement Enterprises of Houston, has announced opening of offices and showrooms at 1623 California Ave. Harold Perkins, formerly of Mills Novelty and Buckley Mfg., is in charge.

Amusement Enterprises have been appointed exclusive distributors of the Star Bell Console.

Coin Radios Offer Tremendous Opportunities for Operators

Before the clouds of war cast a blackened pall over the civilized world, a couple of manufacturers were imbued with an idea. There were very few travelers who carried their own radios, they reasoned, so why not a coin-operated one for installation in hotels, motels, auto courts, etc.?

The idea grew into an industry—albeit a small one—and after a period of experimentation and trial, the radios proved themselves definite money-makers, catering to a market hitherto unscratched.

Coin-radio men were all ready to usher in a golden era of productivity and prosperity when the leering faces of Tojo and Hitler eclipsed our planet. The country's mighty machines and vital material were harnessed to the engines of war—and coin radios died for lack of nourishment.

But the field had been plowed and the earth found rich. And when the enemy had been beaten to his knees, the Pre-Pearl ingenuity and war-acquired "savvy" teamed to plant a bumper crop.

The crop is now being harvested by five order-swamped manufacturers who are making a concentrated attempt to meet a demand undreamed of in 1938.

Eight years ago average hotel room occupancy, compiled nationally, was 62 per cent. In 1945 it had risen to 89 per cent. Today it is 93 per cent. There are more

than 20,000 auto camps in the United States; additional construction is now under way.

Prior to 1942 there were 16,000 auto court cottages being built annually. That yearly construction figure has jumped to 60,000.

Motor tourists were spending \$4,700,000,000 a year before the war, which, in scope and volume, compares favorably with our giant steel industry.

Improved roads, lifting of war-travel restrictions, faster and lower cost transportation, and release of pent-up desire for new vistas should establish an all-time revenue from Vacation Land this year.

If you are of sound financial status and possess some business ability, you can operate coin-radios lucratively.

Now that your appetite has been whetted, you'll want to know how to go about getting started.

First, contact a manufacturer regarding the territory you propose to cover. Because of previous commitments, you may be restricted to a certain area.

The present manufacturers are: Tradio Co., Asbury Park, New Jersey; Radime, 1323 Venice Blvd., Los Angeles; Coinomatic Hotel Radio and Television, Inc., 120 South LaSalle Street, Chicago; Electronics Dept. of General Electric Specialty

Division (operating firm: Radiomatic of America, Inc., 60 Park Place, Newark, New Jersey); Operadio Mfg. Co., St. Charles, Ill.

There are three types of models on the market: wall, table and cabinet. You can operate one type or all types, but a veteran coin-radio man offers this sage bit of advice: "The operator who wants to save extensive repair costs will stick with one type, manufactured by one company, and here's why: Just as every model car has its own peculiar weakness, so do radios. For example: Suppose Model X has weak condensers. An operator, even though not familiar with radios, can soon discover the trouble spot. The major cost of repairing a radio is searching and testing to find out what is wrong. If the operator is familiar with his model, he can carry around spare condensers—or whatever the part may be—and thus perform his service functions quickly and efficiently."

The next step is to set up a financing program. Units range from \$60 to \$75 each. Usually one-third down is required; which means that to handle 100 machines a newcomer needs about \$3000, which would not only cover the initial cost but provide a margin for spare parts needed to maintain operation.

All available literature should be acquired, also a sample machine. A beautiful folder makes a good impression, but a live model is even better.

Have a quantity of contract forms printed and contact as many locations as possible. Suggested locations: hotels, motels, tourist camps, hospitals, club rooms, institutions for the aged, sanitariums.

How many years should the contract run? What special provisos should be included? Naturally, a longer term means a more substantial location. In any event, the life of the contract should be of sufficient duration for the operator to at least realize his original investment.

Contracts usually run from two to six years. One operator is working on the basis of three years, with a two-year option clause.

One of its most important features is placing the responsibility for loss or dam-

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"BIG PARADE"

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Other Conversions From ...

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SUN BEAM

DOUBLE PLAY

WEST WIND

SKY BLAZER

DO-RE-MI

STARS

LEADER

DUPLEX

KNOCKOUT

NOTE

We will buy at
\$60 each, F.O.B.
our factory, any
of the above
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DOUBLE INCOME

WITH

CHICAGO COIN'S

GOALEE

TAKES IN TWO

NICKELS WHERE ORDINARY

GAMES TAKE IN ONE

•

SUCH TREMENDOUS EARNING
POWER OPERATORS CAN'T
STOP PRAISING.

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**IMMEDIATE
DELIVERY**

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age. Very few locations will accept full responsibility. Sometimes it is set in proportion to the commissions; sometimes the operator bears it all.

And what should the commission percentage be? The type of location, the number of units, the amount of service time required are important factors. 80-20 is a popular figure; 75-25 and 70-30 are workable, but anything less than 70-30 cuts too deeply into the profit to be practicable.

Installation covers more than mere mechanical phases. Let us say you have just signed a hotel for 100 coin-operated radios. Good work—but the field isn't all yours. Not yet. There are two people whose friendship and cooperation are vital to your success: the housekeeper and the bellboys. You signed the contract with the manager, but the real manager is the housekeeper. She is boss of the maids, and the maids are the lassies who, by pulling the plug on your radio while dusting or vacuuming, can either make or break the location simply by plugging in or failing to do so after they finish. With the tremendous turnover in hotel help, careless maids can start the switchboard buzzing:

"I put a quarter in this radio and it doesn't play."

"I want my money back."

"This machine's out of order."

All caused by a little plug. The management may receive so many complaints that they'll order yankouts en masse.

We know an operator who provides the housekeeper with a chuteless radio for her room, and the housekeeper cautions the maids about pushing the plug at the finish of their chores.

The bellboy is a tougher nut to polish. Employing a trick used by the movies and fictioneers, let's have a flashback to the pre-coin-radio days. The lad, knowing that few tenants bring their own radios, buys five or ten and rents them to guests at fifty cents a day. On delivering the radio to the room, he probably receives a quarter tip. Which adds up to around seven dollars a day.

In comes the radio-op to cut off this income. An antagonistic bellhop is a distinct liability. A friendly boy is a money-coated asset. It has been proved that the best coin-radio customers are the guests staying over-night; the least profitable are the ones who reside for a week or more because they usually have their own sets. A good-will-cultivated bellboy, discovering that a guest has his own radio, can remove it and install in a transient's room, thereby increasing the play.

Most coin-radios have built-in aerials and are designed for frequency modulation. In some localities only one or two stations can be tuned in. But in 99 cases out of 100 no special reception problem should arise. If an outdoor aerial must be installed to remove static, then the cost of such installation should be compared with the location's potential gross before going ahead, because many times it is better to bypass a location than spend \$25 for an aerial and discover it does not warrant such an outlay.

After installation has been completed, a collection route should be established. The operator should draw up a chart for each location, showing the room number, collection dates, and amounts. After a period of three months he is able to determine which rooms are producing profitably and which are not and can then make whatever adjustments are necessary.

What time of day should collections be made—and how often? Coin boxes should be checked either weekly or monthly, depending on the location and the amount

of play. One operator outlines his program as follows:

He arranges for acquisition of a master key from the proprietor and sets the collection period from 9 AM to 5 PM. He knocks on each door, and if the tenant allows him in or is out, he takes care of the machine. Not more than three calls are usually necessary for any room. The grand over-all average of collection time required is five minutes per machine.

How many units can one operator handle? From 100 to 150. Steve Brodie, who manufactured, distributed and operated before the war, soloed a route of 500 and netted \$1250 per month.

"I operated mostly in motels," Brodie told THE REVIEW. "As far as I am concerned, there are four classes: fourth class, catering to the low types, third class, which is little better, and the first two. I'd advise operators to stay out of all but the first and second class. My minimum monthly take was \$3.00 per machine; maximum reached \$18-\$20.

"The motel radio-op should never install in more than 70 per cent of the rooms because 30 per cent are not profitable; 20 are permanent guests who have their own radios, and ten are transients staying four or five days. One-nighters are best.

"I'm partial to cabinet models for motels

100 machines @ \$5.25 each	525.00	
Less 20% location commission	105.00	
Net Gross		420.00
<i>Expenses & Depreciation</i>		
Depreciation (figured on the basis of 5 years with each machine costing \$70)	117.00	
Car Expense, misc.	15.00	
Tubes, parts, breakage, etc. (figured on the basis of \$1.00 per year)	8.50	
Total expense & depreciation		140.50
Average Net		279.50

—and for a very logical reason. In a motel every bit of space is utilized; the idea is to incorporate the maximum comfort in the small area available. Therefore a radio

must replace a piece of furniture, usually a night stand, and should be able to perform the functions of a night stand."

Brodie believes that a slug rejector is not as important as a trash ejector. "If the player does slug the machine, all the operator loses is playing time. However, there is a big difference between a coin machine in a room and one in a public place. In a restaurant, for instance, no one would think of twisting hairpins, paper clips or tooth picks, and inserting in the chute. But a person's room is his palace, and in the privacy of his surroundings, he is liable to try anything. He seems to derive a particular sense of accomplishment out of beating the machine. A radio without a trash ejector is a service man's nightmare."

Brodie found location contracts impracticable. "Only one out of 500 motels had the same owner eight years later. I just had to take my chances of making satisfactory arrangements with the new owners," he said.

How much of a return can you expect from your investment? Actual figures from a California operator's location reveal that the 29 machines averaged a gross of \$5.25 per month over a period of 16 months. Using the above gross on 100 machines for one month, here is your box score:

A net profit of \$279.50 per month totals \$3,354.00 per year on a \$7,000 investment. That's a 47.91 per cent return, which is exceptionally good for any business venture.

You will note that under "Expenses" we have not included insurance. Because coin-radios are such a new endeavor, a premium structure has not yet been set up; however, this is now being studied by insurance companies and should be forthcoming in the near future. Steve Brodie reports that in five years of operating only one radio was stolen.

In several years the mushrooming coin-radio field will reach its peak; top locations will have been spoken for and manufacturers will be pouring out a variety of market-flooding machines. Now is the time to get in on the ground floor. This highly profitable field is new and specialized, and its surface hasn't even been ruffled.

Airport Location Play Up

NEW YORK—Good news for operators of airport locations: air travel is increasing and machines at the terminals are showing proportionately heavier play as a result.

American Air Lines revealed that passengers carried in April, 1945, doubled for the same month a year later.

In transporting 48,385 people over their two major routes, American showed an increase of 29 per cent over March, 1946.

* * *

We must not heap our plates too high
To keep in men's good graces;
Remember, all those extra scoops
Add humps in the wrong places.

COIN MACHINE REVIEW

24

FOR
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We take the bugs out of your
VEST POCKET
REFINISHING REPAIRING
PICKUP DELIVERY
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Discounts To Jobbers
•
Call Citrus 2-2261
ERNIE GRAHAM
1212 E. Colorado Glendale 5, Cal.
(Rear Entrance)

NO-OX
CLEANS ELECTRIC CONTACTS
This chemical cleaning compound cleans relays, switches and intricate parts of electronic equipment. One drop of fluid and dirt disappears like magic. Use without any pre-surfacing. Will not gum or harm. No other product like it. A boon to operators.

1 OUNCE—50c

— SEE —

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DISTRIBUTOR
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Announcement

*We Invite All Our Good Friends
To Visit Our New
Los Angeles Headquarters*

**We Specialize in Sales and Service of a Wide Variety
of New and Used Slot Machines and Other Types of
Coin-Operated Equipment**

Complete Line of Brand New 1946 Pace Slots

5c 10c 25c 50c \$1

**Quantity Deliveries Immediately Available
From Warehouse Stock in Los Angeles**

COMPLETE LINE OF PARTS

**Exclusive Distributors In
Southern California and Mexico
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SAMUEL DONIN

REpublic 2-2732

Los Angeles 6, Calif.

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What's Going on? in the UNITED STATES

St. Louis

That the Coin Machine Industry is highly interdependent upon other forms of entertainment was never brought out more clearly than during the current beer shortage in St. Louis—while hundreds of taverns closed up three days a week, and others had no beer to offer, play dropped as much as 75% in many spots. Veteran phonograph operator John Laban thinks the only answer is locating phonos in soft drink parlors, ice cream stands, etc.—until the beer situation lets up.

At Ideal Novelty Co., Carl Trippe was moaning again—less than a month after the burning of Ideal's well-crammed packing warehouse, Carl's Whip at the Chain of Rocks Park likewise caught fire and burned to the ground—"another \$14,000 loss" Carl groaned. However, the irreplaceable game was insured, and arcade play is the heaviest in early-summer history, to compensate.

Ex-G. I. operators are occupying prominent positions in all sections. Over in Belleville, Illinois, "Mickey" Maley, who put in a long stretch in khaki himself, has lined up pinball, phonograph and vending machine locations at nearby Scott Field. Soldier play is heavier than during war time, Maley says, and locations are at a premium anywhere on the Army airbase.

One operator who feels that there's no time like the present to expand is veteran Bill Offerman of East St. Louis. Buying up several competitors' routes, Bill first became top phonograph operator across the river. Then he went heavily into vending machines, buying up all the cigarette machines along his music routes in the process. This created a heavy cigarette de-

mand, so Bill bought a well-established wholesale tobacco house. Now his Offerman Tobacco Co. and multifarious routes are keeping him busy 14 hours a day. All this in "tough times," too!

Highly secret was the recent meeting of the Missouri Amusement Assn., integrated group which has replaced the old Association Phonograph Owners of St. Louis, and Missouri Amusement Machine Operators Assn. With grizzled Lou Morris at the helm, the new group incorporates every type of operator, and has built up a lot of mutual understanding which simply didn't exist before the war. At the last meeting, a number of urgent topics came up. One was a discussion of the rate for location owner-operator dividends, which after several heated arguments, was referred till August when there are enough machines on duty to make a test or two. Next, the group went into "premiums" for location owners—deploring the practice of location-hungry operators having a tavern interior painted, installing new linoleum, etc., in return for a place to put up a phonograph or one-ball. The time has come for the coin machine operator to arrive at some semblance of standardization as to rates, costs and methods, Lou Morris pointed out.

Bill Weinischke, popular operator, is training his son, just out of the service, to take over a lot of the job. Bill, Jr., is handling all aspects from repairs to selling.

Surprisingly, it isn't the shortage of machines which is griping established operators, according to Bill Betz of W. B. Novelty Co. "It's parts like locks, keys, wiring, switches," Bill indicated. "Just some little thing which a machine needs,

and can't be found anywhere. We need parts so badly we're taking apart perfectly good machines just for the temporary parts inventory it gives us."

More interest seems to have been aroused in vending machines than in the past. Backing up the statement, Ideal Novelty Co. has had an all-time record number of queries on Northwestern's peanut vendors—from states all the way to the West Coast. With only two or three vendors on hand at a time, Ideal has been allocating these requests to the nearest distributor to the writer's address. Fisher Brown in Dallas, Texas, is getting a lot of these switched inquiries.

Harry Davies of Davies Novelty Co. is sporting a brand new Cadillac four door sedan—and he has another one on order for Mrs. Davies. Chief reason; Davies Novelty's astounding success with merchandising an air gun for arcade galleries. Davies invented an air operated, 25-shot rifle three years ago, which shoots 3/16th inch ball bearings, with 150 pounds of air pressure giving the zing. Retailing at \$150 each, the guns started out as part of a gallery outfit selling at \$750. Now, with no lumber available or other materials available, Davies Novelty isn't building the galleries, but the guns continue to be in great demand. Harry merely sends out a mimeographed sheet on how to set up a gallery, and lets the boys do their own building.

It was shades of old times when Sam McGuire of McGuire Novelty Co. at Carthage, pulled into Ideal Novelty and bought several Panorams. Mike, who has a string which includes everything from brand new phonographs to aged arcade equipment, finds plenty of demand for them around Carthage.

New partners announced are Elmer Schewe and Randy White. Both were independent operators before the war, and wound up in service in the same organizations. After separation, they pooled resources, and will run phonographs, pinballs and one balls.

Robert Latimer

COIN
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REVIEW

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FOR
JULY
1946

Attention All Coin Machine Operators DO NOT OVERLOOK THIS

Make wall installations easy with new "Horvath" Masonry Bit—75% saving in time over hand chiseling methods—Accurate, clean-cut hole—Bit made of high grade carbon steel with tip of tungsten carbide—Can be used in any electric, air or hand operated rotary drill—For use on CONCRETE, TILE, STONE, ROCK, MARBLE, SLATE, BRICK, CEMENT, HARD RUBBER and PLASTICS of any type—Can be re-sharpened after 150 to 200 drillings.

Drill Size	Length	Shank Size	Price
3/16"	3"	1/8"	\$2.90
1/4"	4"	3/16"	2.90
3/8"	4"	1/4"	3.50
1/2"	6"	3/8"	4.40
3/4"	6"	3/8" or 1/2"	6.90
1"	6"	3/8" or 1/2"	12.00

WEIDMAN NATIONAL SALES COMPANY

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DETROIT 2, MICHIGAN

Exclusive Distributors To the Coin Machine Industry

BOWL-O-BALL

\$379.50

- ★ 4 Years of Planning
- ★ Play Appeal
- ★ Modern, Flash Design
- ★ Built To Last
- ★ Proved Profitable
- ★ Fool-Proof 9-Ball Release
- ★ Hi-Score Features
- ★ Fewer Parts, No Motor
- ★ Only Complete Electric Alley

Wire, Write or Phone Today

AMUSEMENT ENTERPRISES

Dallas

Early summer time business was never better than the current season has been for Dallas operators. Local ops are enjoying a splendid business, boosted by cool weather and a travel-minded public. Summer-time travel throughout Texas is increasing daily, with thousands of tourists, going South of the border to Mexico City and other Mexican resort and vacation centers. The influx of travel has helped to keep the local coin machine business above the usual average.

Another trend in the local coin machine field is the shifting of good coin machine locations to suburban and wayside spots. Congestion of traffic on Dallas downtown streets that has caused the city government to ban all parking on many downtown streets from 4:30 to 6:00 p.m. is bringing local operators to look with favor on spots located away from the traffic congestion. The present construction of a number of super De Luxe drive-in eating places is also aiding in the shifting of coin machine trade to suburban locations.

S. H. Lynch and Co., one of Dallas's outstanding commercial firms and one of the best known coin machine distributors in the Southwest, recently celebrated their twenty-fifth birthday at their Dallas headquarters. Established as exclusive phonograph dealers in 1921, the firm later became one of the first distributors of coin-operated phonographs in the United States.

In 1942 the Lynch Co. moved into their present four-story brick and concrete building at Pacific and Olive St. The firm maintains branches in New Orleans, Houston, Oklahoma City, San Antonio and Memphis. They are one of the country's largest distributors for Seeburg phonographs. Besides their extensive line of coin machines, the firm are wholesale distributors for tobaccos, candies, cigars and beer. In 1942 the Lynch firm became direct importers of British government specialties under the now well known Hambro plan of zone marketing. The firm's British importing business has grown to such extent that W. Owen Slater, Representative of the Hambro Bank, London, maintains offices in the Lynch Dallas building to facilitate the operation of the Hambro plan in the Southwestern territory. Two new Dallas warehouses are planned by the firm to augment their present facilities.

B. W. (Burt) Davis, former West Texas representative for the Commercial Music Co., is now in the music and coin machine business on his own. He recently purchased the Magic Music Co. from Tom Lambert. Assisting Burt in his new venture is Tommie Ryan, one of the better known Dallas operators.

M. M. Rutherford, head of Rutherford Enterprises at Pampa, was buying coin machine equipment in Dallas last week. Rutherford reports business good in the West Texas sector, despite the prolonged drought that has gripped that section for the past several months.

Frank W. Wood

Boston

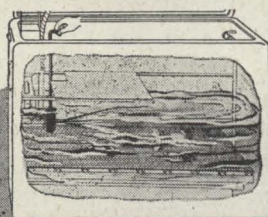
Vending machines, generally speaking, are available in greater numbers than they were, but some operators, at least, are having their troubles. They were obliged to remove merchandise vending machines during the war due to lack of supplies with which to fill them. One operator had as many as 2,000 chewing gum machines which he had withdrawn from locations and doubtless there are many other cases all over New England. These machines must be renovated before they are used

Clean

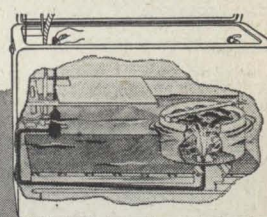
LESS CLEANING TIME
MORE PROFIT TIME



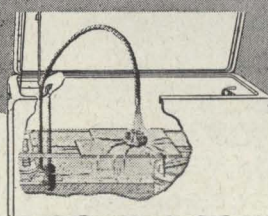
COIN MACHINES
FAST AND THOROUGHLY



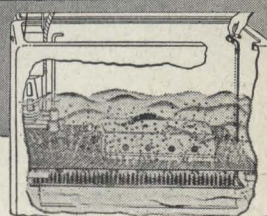
Pump Agitation



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at the twist
of a wrist

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AGITOR

PARTS CLEANING SYSTEM

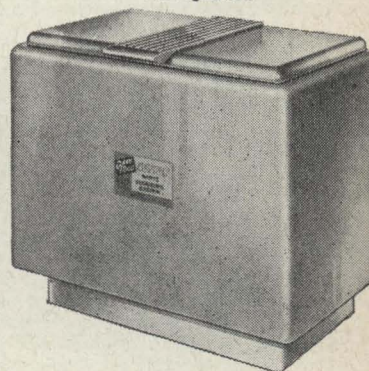
It's new . . . it's a labor saver . . . and a profit-maker. It's designed for faster, more efficient cleaning of coin machines of all types.

It's no longer necessary to completely disassemble intricate gears, chains, springs and wheels—with an Agitor the entire machine can be placed in the tank. Cold cleans with the safe, efficient solvent . . . Agitene. Removes oils, greases, dirt, and sludge . . . speeds overhauling, reduces maintenance time . . . puts machines back in service sooner.

Agitor's Hi-volume Centrifugal Pump plus the air-agitation feature provide 4 different cleaning actions. Frees the mechanic from tedious cleaning tasks, increases his time for skilled operations, and increases your profit-time.

GRAY-MILLS CORPORATION

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COIN
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REVIEW

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FOR
JULY
1946

Gray-Mills Corporation, Evanston, Illinois

Please send catalog on Agitor Parts Cleaning Systems.

Name _____

Position _____

Company _____

Address _____

City _____ State _____

and then the operator is obliged to start all over again in placing them in locations.

The Automat Sales Service, managed by Irving M. Flashman, well known as an operator here, recently moved to a new store where the concern has larger and more modern quarters. Automat Sales recently secured the exclusive franchise for the distribution of Sunshine Biscuit "Niks" in vending machines for the territory covering Boston, Cambridge, Newton and Brookline, Mass. Machines have already been placed on location.

The Automat Sales Service issued a card bearing the slogan "Our Vending Machines Give the Best for the Best Products and the Best Way to Buy It," followed by a list of commodities, or items dispensed by the machines, as follows: Cigarettes, Sun-

shine Biscuit "Niks," Popular Brand Candies, Chewing Gum, Life Savers, Hershey Chocolate Bars, Coca Cola, Cigars, Razor Blades, Handkerchiefs, Sanitary Napkins, and Lily-Tulip Paper Cups. Thus the concern has "almost a complete stock" of supplies furnished by vending machines. Flashman gets locations by sending out the cards and making calls on the personnel manager or an executive of a company operating a plant.

David Myers, who has been in the coin machine business 37 years, has seen a good many operators come and go. Commenting on conditions, he says, "The war has caused a boost in prices and we all know today that your machines are worth money. The reason for that is that the new machines coming out will be at sky-high prices. Furthermore, the wood

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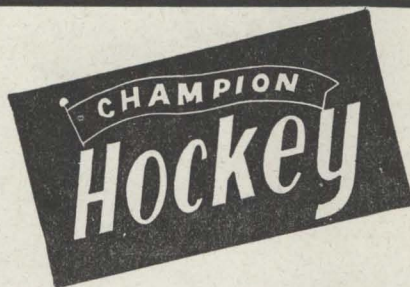
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FLOOD-LIGHTED PLAYING FIELD!

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COIN
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1946

in the pin games must be seasoned, and it will take, therefore, more time. Machines will not be plentiful. In regard to slot machines, you can get a few new ones, but it would be good advice to you operators to have your old equipment overhauled. Doing this will take you through the crisis until you can obtain the new machines. A lot of the boys that were in this business who went into the service are coming back now. Naturally they want to go back into business, so the supply of machines is going to be awfully scarce. They have done business before and are entitled to do it again. You old-timers will have to sacrifice and give the boys a break, which they are entitled to as they fought for you, me and the country. We all thank you."

The new building to be occupied by Associated Amusements at 846 Commonwealth Ave. is rapidly being put in shape for occupancy. In this new structure will be much larger quarters than the company occupies at present, with the space on the main floor about four times as great. On the main floor, the display room will be a special parts department. Offices will occupy the entire balcony. The whole of the lower floor or basement will be devoted to repairing. The company expects to occupy the building about July 1.

Edward Ravreby, head of Associated Amusements, Inc., was in Chicago for a week recently to get in touch with manufacturers there.

He has received a letter from Bagdad, requesting information about various machines.

This company has had a good response to Shine-A-Minit, the new shoe shine machine, and to Tradio, a coin-operated radio.

Among operator visitors at Associated Amusements have been Julian Falcone, of Norwich; I. Greenfield and his son, Burlington, and Severino Caslani, Montpelier.

"The Greene Distributing Co.," says Arnold Greene, service manager, "has been receiving shipments of the new Aireon Super de Luxe Phonograph, which they have been delivering to the operators who have waited patiently. More shipments are due this month. From the accelerated rate of production the factory is now assum-

ing, we expect brighter days in the future." Greene added that the production line models, compared to the display models received last March, have numerous improvements throughout.

Operators who have visited the Greene Distributing Co. include Louis Taube, of the Manchester Music Co.; David Baker, Melotone Music Co., Boston; Maurice Becker, Becker Novelty Co., Springfield; Thomas Libbey, Jr., Libbey Music Co., Haverhill; Alfred Padova, Greenfield, and Alphonse Bilideau, Phonograph Music Co., Woonsocket, and a few of the purchasers of Aireon.

Julian Greene, assistant sales manager of Greene Distributing, who has been ill for two weeks, is on the way to recovery and is expected back during the week of June 10.

The new warehouse and repair shop under construction by Atlas Distributors, are nearing completion and will be ready July 1. Guy Di Giovanni is the new credit manager at Atlas. Among recent visitors at Atlas Distributors were Joe Glazer and Tom Parks, from Bangor.

William K. Wells, Apex Coin Machine Co., attended the 20th Reunion of his Harvard Class of 1926 the first four days of the week of June 3, including Commencement June 6, when prominent men in the war received honorary degrees.

The New England Exhibit Co. has been busy opening many arcades at the various beaches in the vicinity of Boston.

Phil Peranner, of the New England Exhibit Co., is an operator fortunate enough to buy a new car, a coupe.

C. Frederic Wellington

Houston

A new operating firm is Lone Star Music Co. O. L. Bickley, J. A. Milligan, H. A. Fredricks, Ted Mehavie are owners each having an equal share. Bickley, former owner of Bickley Distributing Co., is inside man and responsible for all service and repairs. The other three, all experienced operators, devote their entire time to outside operating activities.

General Distributing Co. has just finished a complete remodeling job on the Houston plant. Larger offices, more display and storage space and an enlarged and completely modernized repair shop were included. General Distributing Co. is owned by Tom Williams of Houston and George Prock of Dallas. Offices are maintained in Houston, Dallas, and El Paso.

Crowe-Martin Distributing Co. is sole owner of the building they have occupied on LaBranch St. since early spring. The concern also owns the two story brick building they occupy in San Antonio. H. M. Crowe and S. W. Martin are owners. A. C. Durham is manager of the Houston plant and Don Bruce manager of the San Antonio office.

Clyde Atkins and Fred McClure, owners of Atkins and McClure Amusement Co., a major music operating firm, have sold their interest in a large concrete manufacturing plant and will devote all their time to phonograph operating.

Local dealers who have recently made business trips to Chicago include: A. H. Shannon, M. R. James, Coin Machine Sales Co.; Tom Williams, General Distributing Co.; Sam Ayo, Standard Music Distributors; H. M. Crowe, Crowe-Martin Distributing Co.; H. W. Dailey, South Coast Amusement Co.; Johnny Williams, Southern Distributing Co.

A frequent visitor in South Texas territory is Leslie Houston, traveling representative for Blue Bonnet Music Co., in interest

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Most practical, efficient and dependable Tester on the market. Tests tubes, coils, circuits, motors, switches, lamps, and anything and everything in electrical devices. Every operator should have one. Finished in gray. 7 1/4" high, 6" wide, 2" deep.

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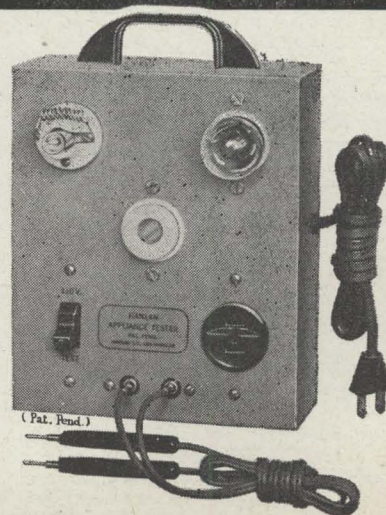
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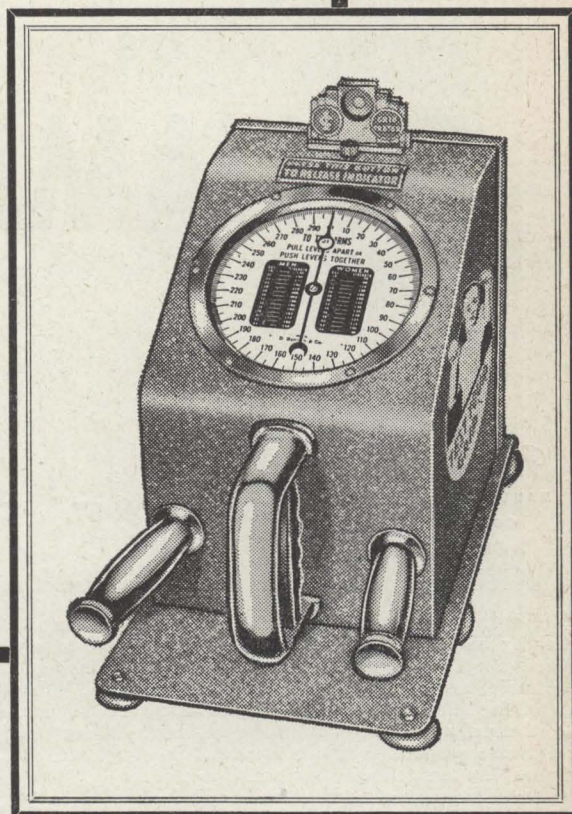
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FOR
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of Globe and DeLuxe records—S. H. Lynch and Co., Seeburg Distributors, in temporary quarters on Main St., while their permanent offices on Calhoun are being remodeled—South Coast Amusement Co., soon to move into its new building now in the final stages of construction—Bill Gates, associated with his brother Ernest Gates, in Gulf States Amusement Co., is building himself a home on San Leon Beach—Sportland Amusement Co., has moved from Leeland Ave. to a new location on Milby St.

John G. Wright

Kansas City

Just recently—no laundry service; now no beer, no meat, and the latest—"no bread" signs staring belligerently out at a flabbergasted public, have caused a reaction among the trade that is close to embitterment. It seems that the fates are chuckling at their art of plucking the goose so as to secure the largest amount of feathers with the least amount of squawking. But the apparent

larger volume of feathers or wage boosts is an illusion. To our small mind, it is doubtful if the millions of dollars in business lost as the result of strikes will ever be regained. The appetite for new merchandise of any kind at any price has been considerably dulled on the part of the general public. A lot of the backlog of war workers has been spent while waiting for better industrial conditions as has a lot of promotional money of business firms that could have been utilized to instill for a long time, a dominant, confident note in the scale of consumer demand. Even though by next year the curve of the industrial cycle reaches a high notch, the profit will have to be balanced by the weight of the present economic disruption which is withering the weak. The situation calls for unusual alertness to new ideas, new plans, greater efforts even if in related fields and more streamlined concepts for making one's venture in the coin machine field a success.

An exemplification is the initial synchronization of the Brown Music Co.'s business activities with the aggravating circumstances of these days of daze. We do not mean that Harry J. Brown's native ability abetted by long years of experience in dynamically meeting mitigating circumstances is singular. The point is, it is possible for one in the vending field to get his commercial mechanism in more perfect parallel with the unusualness of the times.

Brown has been an operator for over twelve years in Kansas City, Kansas territory. The music business in which he has engaged for a long time, is more or less in the luxury class—you can do without music, but you can't do without food. But nevertheless, and notwithstanding strike after strike and unprecedented post war conditions, he has set about remodeling his

basement for a display room and service department. A new office has been completed. The rear end of the main floor has been organized for additional service work. Upstairs, arrangements are in the process of completion for the special exhibit of small appliances. When merchandise is plentiful, he will be ready to take full advantage. Now comes the pay-off. He conceived the idea of a Record of the Week Club similar to the Book of the Month Club. The idea is so new that he was able to have it copyrighted! It was an untried plan, yet he is spending hundreds of dollars in newspaper, radio and direct mail advertising. And it is paying good dividends. He thinks and so do we that it will pay big dividends in the months to come. The idea was there for anybody, but with

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Last Chance to Get High	Prices for These Games
A.B.C. Bowler \$40.00	Ocean Park \$15.00
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Four Diamonds 40.00	Skyline 25.00
Horsoscope 40.00	Snappy 40.00
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Legionaire 40.00	Stars 65.00
Miami Beach 40.00	Star Attraction 40.00
New Champ 40.00	Stratoliner 40.00
Nippy 15.00	Sun Beam 65.00
	Zombie 65.00

WANTED TO BUY COUNTER GAMES

A.B.T. Target Late	\$17.50
Challenger	17.50
Gottlieb Gripper, Single	9.00
Gottlieb Gripper, Triple	12.00
Kicker & Catcher	17.50
Pikes Peak	12.00

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a head "bloody but unbowed," he began thinking his way out to greater and continued prosperity. Plunging ahead in times like these, as everyone knows, is crammed full of the element of risk. Brown wasn't like the girl who was so scared she refused a marriage proposal from the man who interested her most because she failed to see the Good Housekeeping label on his back. The red ink inspector, no doubt, came like Banquo's ghost and leaned over Brown's chair but with the use of his pen of ingenuity and inspiration, it vanished as the crowds began subscribing to his Record of the Week Club plan. This provides for a member to buy four records a month or spend \$2.12 a month on records. He is given a bonus record of his choice when he joins and also on specified weeks.

Kenny Daniels has left the R. E. Gilbert Amusement Co., to go into business for himself under the firm name of Amusement Service. He will specialize in servicing coin machines, repairing them and in the sale of parts.

Clyde Glandon, attorney, and James F. Porter, formerly publicity department for Aireon, will operate a new launderette at 3435 Independence Ave., featuring coin-operated Bendix washers, upon completion of store repairs and installation of machines about July 6.

A. R. Slade, general manager, Coinarts Industries, Milwaukee, visited Consolidated Distributing Co., recently. As a result of long conferences, Consolidated has taken on the Shine-A-Minit for the Nebraska, Western Missouri and Kansas territories. They expect delivery about August 1. The report is that it will retail for \$400, and that the demand already is so heavy 10,000 units are in production. Irwin Weiler stated that Consolidated had been in receipt of hundreds of inquiries. Also that the first new Jennings Challenger had arrived and has received a nice reaction from operators. A sample Tradio, coin-operated radio for installation in hotel rooms, is also on exhibit and for a quarter will play three hours of music.

The United Distributors have moved into new quarters at 513 East Central Street, Wichita, Kansas under the management of M. Y. Blum.

Robert McBee, Cigarette Service Co., was glad to report that three men formerly in its employ are now back with it as service men. Two have returned from military service in the South Pacific: Morton Rothenberg and Clifford Drown. Russell Thomas operated in the European theater.

Dave Cooper reported for the Advance Music Co. that installations of Aireons had been made in St. Joseph and Joplin, Mo., and Topeka, Leavenworth and Ottawa, Kansas. "These fine machines are arriving regularly and our customers' response is very gratifying." He told of Clarence Esser visiting. After returning from the service he is showing considerable progress with his Esser Amusement Co., in Topeka. Read, Read Music Co., and Conroy, Conroy Music Co., both of Joplin, dropped in to see the Advance boys recently. Also, Earhart, Earhart Amusement Co., Leavenworth. Cooper stated further that Bill Dunsee, an operator in this city for four years, later with North American Aviation doing radio testing in flight during the war, is back in business.

The Dimeschine Co., Inc. has been installing Thor coin-operated washing machines in apartment buildings with good success for the past six years, according to Park T. Davis.

F. C. McDowell, Broadway Amusement Co., stated his firm has been acting as an operator for coin vending machines of many makes for over five years. He has a crew of three serving Kansas City, Mo., and Kansas.

Harry Silverburg, W-B Music Co., reported that he and Bill Betz, W-B Novelty Co., St. Louis, had accompanied Ed Feldman, Seeburg factory service engineer, to Wichita, St. Louis, Kansas City and other points where they conducted service schools for music machine service men. The lectures were packed with pointers, especially in regard to the technicalities of sound, and the information was well received.

Joe Berkowitz, Universal Manufacturing Co., told of fine progress being made with the firm's new acquisition in Chicago, the Bee Jay Products. The staff has been increased fifty per cent and the volume is up seventy-five per cent. More machines are being installed to keep their supply to their eighteen salesmen adequate. "We have purchased our own building at 411 East Eighth St. in Kansas City and still are adding more machinery. Our Minneapolis branch with a floor space of 21,000 square feet is being enlarged to include 11,000 more square feet."

Mildred Nelson, secretary, United Amusement Co., announced the staff was glad to see O. W. Glenn, an operator from Las Vegas, Nevada. The firm's branch store, United Sales Co., has opened up new quarters in Lamar, Colorado, under the management of Orville White. White formerly operated the White Distributing Co. in Hutchinson, Kansas, for over ten years. An assortment of Bally machines is on hand for placement.

Elmer F. Pierson, president of the Chamber of Commerce and of the Vendo Co., was recently elected to the board of directors of the National Association of Manufacturers.

J. Renz Edwards, president of the F. S. Edwards Tobacco Co., operator of the Cigarette Service Co., was recently elected president of the Kansas City, Kansas, Chamber of Commerce. About 350 Chamber of Commerce members and guests attended the twenty-ninth annual meeting of the Kansas City, Kansas, organization recently when he was installed in that office. Edwards was former head of the National Automatic Merchandisers' Association and is a director of the National Association of Tobacco Dealers.

Henry Siler, Siler Silent Vending Machine Co., is possibly the oldest operator in point of service in this city. For over twenty-two years, he and his associate have covered two counties with a heavy place-

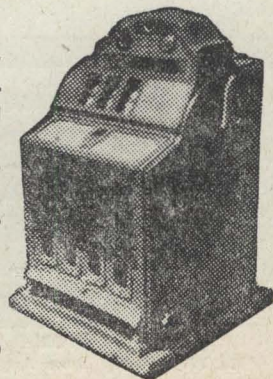
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COIN
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ment of candy and cigarette machines. He appreciated the Old Gold plugs over the radio to patronize cigarette vending units and now smokes Old Golds exclusively. Their merchandising policy is broadening the demand for their featured product. He visited Springfield, Mo., recently and stated there was a wide open opportunity for the placement of National vendors which he uses exclusively, in that territory.

Dev Thatcher

Mississippi

Business is very good in Mississippi and neighboring states and the expected summer slump has not been felt as yet by the coin machine operators of this area. In the past there was always a letdown when June and July arrived but this year is an exception. If operators of coin machines could get more beer and soft drinks for their locations, business would be even better, but down here in the deep south there is a decided beer shortage.

Some operators including Bill Eidt of the Eidt Enterprises have solved the beer with locations problems, and here's how! Bill has a beer agency and supplies his audio-phone locations with a weekly supply of brew. This, with what they are able to procure weekly from other agencies, proves sufficient for the majority of locations, but all could use more.

Several Natchez operators purchased a brewery in the north and they get car-loads of beer each week. This beer always goes, first to their locations and what's left to the others, not using coin-operated machines. The beer helps the boxes and the boxes help the beer, and as a result, while all operators and location owners could use more beer, they manage to get by for the present and hope that in the future the

beer supply will become more plentiful.

The writer, accompanied by operator Beauvais Caire, has returned from a business trip to the Mississippi Delta. We found business in that area booming for coin operators. Many new machines were seen including a new 1946 Wurlitzer operated by Jim Field, a brother-in-law of operator Caire.

Service and repair man George R. "Shorty" Long has as his guests his son-in-law and daughter, Mr. and Mrs. Charles E. McBride and young son, of Pensacola. McBride, who is an operator in Florida says business down that way is on the upgrade these hot summer days. He says there are many new machines coming in and that it is getting easier all the time now to get new parts and that with the return of many service men repairmen are easier to get than in the past war years when it was almost impossible to get repairs on old machines or to purchase badly needed parts.

The many friends of operator W. A. Sullivan, Jr., regret to learn of his recent illness and hope to see him out on his route before long.

Cecil Lane, who for the past two years has been working with Ewing Enterprises, has left for Camp Shelby, Miss., where he has been inducted in the army.

A recent visitor to Natchez was Preston H. Gough. Gough says his business is holding up very well and that he hopes to get some new machines soon.

Operator Neil A. McLean has returned from a business trip to Brookhaven, Miss. Neil will get married this month.

Billy Hall is now in business with Murray Daniels, having recently purchased an interest in the Murray Enterprises.

Ham B. Nelson and his son-in-law, James W. Sheppard, recently purchased several

new machines and have installed these in their locations here and in Louisiana. They report business is very fine at present and they expect continued improvement.

Johnny Zuccaro, formerly of the Mc Millan Co., now is operating independently. His sons, Basil and Joseph, recently returned from the armed forces, are assisting their father in operating the business.

Bill Eidt has erected a new brick warehouse and work shop in the rear of his home and the new building provides an office as well as storage for his new and used machines and parts. He also has a warehouse and office near his night club, The Windmill. Eidt is aided in his numerous coin machine operations by his brothers Johnny and Frank and his brother-in-law, Bill McKinney.

Joe Gardner of the Gardner Co. reports that his business is fine and he is keeping his assistants, Sam Junken, Jr., and Tommy Piazza, as well as a number of helpers, busy with their various locations. Both

TURN PAGE

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Repair
Refinish
Convert

What is your problem?
Quick pickup and delivery service
Discounts to jobbers

ERNIE GRAHAM

1212 E. Colorado Glendale 5, Cal.
(Rear Entrance)

Junkin and Piazza were recently discharged from the armed forces.

J. W. Calloway, owner of the Natchez Music Co., was a recent visitor here conferring with his employees, J. T. Witt and John Williams.

George Guido, Neil McLean and T. J. Guido, Jr., owners of the new P. I. Co., report that business is holding up very well. The trio are among the young discharged service men of this city who have entered the coin machine business.

Mr. and Mrs. R. E. Butler of the Triangle Co. have returned from a visit to Baton Rouge where they visited Butler's brother who is also in the coin machine business in the Louisiana Capital City.

Julian J. Gibbens, popular operator of Baton Rouge, accompanied by Mrs. Gibbens, and their children, were recent visitors here as the guests of friends and relatives. He says that down Baton Rouge way the coin machine business was never better and that there are many new model machines in his city now.

Among the Louisiana operators here on business recently were J. D. Cross, Vidalia, Buddy Chisolm and Charley Smith, Sicily Island, and Bruce Swayze of Ferriday.

Harold Case

Slot in Bedroom!

NEW YORK—There's no doubt that coin machines have gone into some strange places, but certainly some sort of prize ought to go to the slot machine that picked as a location the bedroom of a feminine commercial artist's midtown apartment. It got played, too. And—leave it to New York's finest—the cops found it.

Haled into Gamblers Court, blonde, 27-year-old Antoinette Walker admitted that she and two unidentified boy friends were putting nickels into the machine when the police entered, but they were doing it "just for fun."

What's more, the artist said she didn't own the slot machine. It had been left there by its former owner when her father leased the three rooms seven years ago.

The judge decided Miss Walker could depart in peace.



Mutoscope at Marine Show

NEW YORK—Following the campaign to extend markets and increase public acceptance of coin-operated equipment, International Mutoscope exhibited the Voice-O-Graph and the Photomatic at the National Marine Exposition.

The National Marine Exposition which was held at Grand Central Palace in New York, from May 20th to May 25th, had among its exhibitors all the outstanding shipping lines, naval architects, shipbuilders, and manufacturers of marine equipment.

Mutoscope had a prominent booth near the entrance stairs, opposite the Navy Recruiting Station, and near the Maritime Commission booth.

This show was open to the public, but its interests were trade interests. Once the surprise of seeing coin-operated equipment

at the exposition was over, the representatives, both sales and executive, of the exhibitors, came to try the machines. These people, many of whom hold high places in the industrial picture, got a kick out of the proceedings. They "got their pictures took," and made recordings to send home rather than write letters.

The efficiency and performance of the machines amazed those who tried them and they saw distinct possibilities for Photomatics and Voice-O-Graphs on board luxury liners.

Many export houses, foreign import representatives and national distributing organizations also expressed great interest.

The exhibit achieved two worthwhile objectives: it broadened sales horizons and furthered the cause for greater public acceptance of coin-operated equipment.

1,500,000 New Machines

CHICAGO—Spokesmen for the Industry predict a million-and-a-half output of new equipment the first year of normal, uninterrupted production. It is estimated that as high as 90 per cent of pre-war equipment will be replaced.

Foreign Visitors In

CHICAGO—Among foreign coinmen visiting this city recently were George K. King of Honolulu, De Velasquez Gonzales of Rio de Janeiro, and Walter Braun of Mexico City.

* * *

And then there was the embarrassed Scot who thought the sign on the door read: "Laddies."

NEW MACHINES!

Bally Victory Derby, 1 Ball P.O. \$646.50
Bally Victory Special, 1 Ball F.P. 661.50
Bally Surf Queens, 5 Ball..... 327.50
Amusematic Lite League..... 425.00
Exhibit Big Hit, 4 Coin Mult..... 398.50
Exhibit Big Hit..... 298.50
Mills Vest Pockets..... 74.50
Genco Total Roll..... 525.00
Chicoin Goalee..... 525.00
Premier Skee Barrel Roll..... 414.50
Gott. 3-Way Gripper..... 39.50
Red Ball, Legal Pool Table Game 395.00
A.B.T. Challenger..... 65.00
Groetchen Columbia J.P..... 132.50
Victor Model V Vendor..... 10.75
Speed Iron Soldering Gun..... 14.95
Munves Superroll..... 349.50
Champion Hockey..... 289.00

Kleer-Flo Parts Cleaner and 30 Gal. Drum of Fluid..... 129.50
Pace Cherry Bell.....5c..\$250; 10c..\$275; 25c.....\$300.00; 50c..... 500.00; \$1..... 600.00
Jennings Bronze or Standard Chief.....5c..... 249.00; 10c..... 259.00; 25c..... 269.00
Jennings De Luxe Club Chief.....5c..... 259.00; 10c..... 269.00; 25c..... 279.00
Jenn. Super De Luxe Club Chief.....5c..... 274.00; 10c..... 284.00; 25c..... 294.00

ONE-HALF DEPOSIT WITH ORDERS. BALANCE C.O.D. OR SIGHT DRAFT.

SPECIALS! F P CONSOLES Big Game, \$89.50; Big Game w/clock, \$119.50; Silver Moon, Bobtail, Big Top, \$129.50 each.

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Lamp No.	Base	Amps. Box(10)	Per 100
40	Screw	0.15	55c \$4.95
44	Bay	0.25	55c 4.95
46	Screw	0.25	55c 4.95
47	Bay	0.15	55c 4.95
50	Screw	1 C.P.	65c 5.50
51	Bay	1 C.P.	50c 3.85
55	Bay	2 C.P.	50c 3.85

Write for Prices On Other Sizes

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

AUTOMATIC MUSIC

Location Picketing Ruled Out

CINCINNATI—It's all right for a labor union to picket a restaurant in protest of non-union employees, but to picket a coin machine on location which is not owned by the proprietor—no. So ruled Judge Alfred Mack of Common Pleas Court in a recent precedent-setting decision.

As the result of a jurisdictional labor dispute between CIO and AFL phono service men, an AFL Electrical Worker picket appeared on the scene carrying a sign reading, "Do not patronize automatic phonograph." An injunction was served, removing him. The anti-phonograph placard bearer was replaced by another whose sign indicated the restaurant was "unfair" to other unions.

While injunction against the phonograph picketer was obtained by the restaurant owner, the proprietor was turned down in his efforts to have the same course of action instituted against the second picket.

In handing down the ruling, Judge Mack said that the union was within its rights in picketing to protest against non-union employees—but that their placards must be truthful in their statements.

Because no motion had been made by the union to dissolve the injunction against phonograph picketing, Judge Mack made it a permanent one.

The judge's decision received heavy play in the newspapers. With their usual flair for sensationalism, the dailies attempted to tie in the labor dispute with alleged rivalry between a number of phonograph owners.

Disc Deliveries Slow

BOSTON—Nick Russo, Vogue Plastics Distributing, Inc., reports that his firm is making deliveries of Vogue discs to operators but that demand still exceeds supply. Before joining the army air corps Nick was an automatic phonograph operator here.



Assemblage at the Jack R. Moore Sales Convention in Portland. At the Speakers' Table, left to right: G. G. Goss, Seattle branch manager; Joe E. Kamys, Seeburg district sales engineer; Dan J. Donohue, Seeburg district sales manager; Jack Moore; Robert Dunlap, Seeburg sales promotion manager; R. G. Jones, Salt Lake distributor; Roger Tays, Salt Lake; and Ralph Perin, Moore Spokane manager.

Moore Holds Meet

PORTLAND, Oregon—Complacency in sales efforts as a result of the war was the theme of the 7th annual and first post-war sales convention of the Jack R. Moore Co., distributor for the J. P. Seeburg Corp., and Bally Manufacturing Co. The convention was held here May 31 and June 1.

Speakers at the two-day session included the following: Jack R. Moore, President of the Jack R. Moore Co.; Dan J. Donohue, District Sales Manager, J. P. Seeburg Corp.; Robert L. Dunlap, Manager of Seeburg Sales Promotion; Joe E. Kamys, Seeburg District Sales Engineer; R. F. Jones, Jones Distributing Co., Salt Lake City; George W. Jenkins, Vice-President and General Sales Manager, Bally Manufacturing Co.; Al W. Sleight, Bally Regional Sales Manager; George M. Dick, Executive Vice President, Coin Machine Acceptance Corp., and Howard W. Pretzel, CMAC Vice President.

The convention was attended by 47 mem-

bers of the Jack R. Moore Co., as well as by Mr. and Mrs. Paul A. Laymon of Los Angeles, Bally distributors in the Los Angeles area.

Moore told the convention that a "good, hard-hitting sales program will be needed to stay on top in the months ahead.

"We are the leaders today," Moore stated, "but we can very easily slip into a secondary position if we are too easily satisfied." He warned that the "honeymoon is over," and admonished his audience that the softness developed during four years of war must be eliminated.

Moore asserted that the company currently occupies the No. 1 position on the West Coast, having made four times as many deliveries of Bally and Seeburg products as all of its competitors combined.

George Jenkins outlined the rapid advancement of the Coin Machine Industry in the past five years and delved briefly into the future. The industry, he said, has

—TURN PAGE

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1946

CALIFORNIA MUSIC OPERATORS ASSOCIATION

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We are interested at all times in hearing from other Associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, President

128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA

gained in stature and now is accepted by the American people.

The industry will expand so rapidly in the months ahead that investors will find outside capital is needed for expansion. George Dick asserted in his talk entitled "Finance—the Mechanics." He proceeded to explain how the Coin Machine Acceptance Corp. proposes to help in the financing.

The convention closed with a dinner dance at the University club, with Mr. and Mrs. Jack Moore as the hosts. Guests included the famous Andrews Sisters, well known for their song stylings.

Gutshall Opens San Diego

LOS ANGELES—Jack Gutshall has announced the opening of a branch of the Jack Gutshall Distributing Co. in San Diego at 640 16th St. Steve Stephenson, one of the best-liked servicemen in Southern California and well-known in the San Diego sector, will manage the new branch. A full line of parts and records distributed by the Gutshall organization will be stocked for the convenience of the operators in the southern tip of the state.

* * *

A sign in a confectionery store: "All 5-cent candies now 5 cents."



Trade Talk

by

PAUL W. BLACKFORD

A few nights ago we sat down to a sumptuous fried chicken dinner in the lovely home of one of the leading distributors on the Pacific slope and before the chicken was given a good going-over the talk got around to the Coin Machine Business—a most logical deduction.

And in the course of our discussions we talked of trade-ins on new equipment and a lot of important information came to light which, for the good of the operators, should be passed along in this particular department.

Under the present system of depreciation an operator of automatic phonographs, for example, is permitted a maximum of four years by the government to write off his

equipment. This is a favorable period. But under existing second hand values the operator is selling himself down the river when he trades in a used piece of equipment and takes on an expensive new piece of equipment and attempts to write off the difference on a four-year plan.

Here's how it works. Let us take for example an operator with a machine which has a \$600.00 current value on the used machine market. The operator has written off this machine for it was certainly a pre-war product. If he trades it in on a new \$850.00 machine he will only be permitted to set up the \$250.00 differential as subject to depreciation.

Instead, let the operator sell this machine for its current value and return to the government a minimum 25 per cent return under capital gain. This leaves him a net of \$450.00 cash to invest in a brand new machine. Invest the cash in the new machine and with a cash down-payment the operator is permitted to write off the total price of \$850.00 on a four year depreciation program. See where you gain?

The jobbers and distributors in our business are set up to handle any amount of trade-ins and most of them have taken the precaution to establish future markets, out of this country, for the multitude of old equipment which will eventually filter in for trade-in on new equipment. The rush isn't present—and neither is the supply of new equipment—but the two will meet eventually. In the meantime, the smart operator will convert to cash, pay tax under the program in writing off the more expensive equipment he is purchasing.

Chalk up this little money-saving hint as one of the dividends from a 36-issue subscription which costs you only \$2.00. Fairly good return on your investment, eh?

Paragon New Indie Plattery


NEW YORK—The independents added another to the growing Record Derby with the formation of Paragon Records, headed by Jerome Reimers, president, and Roger Butts, vice-president & treasurer.

The new company owns its pressing plant, and first numbers are scheduled to be waxed sometime within the next two months.

COIN
MACHINE
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UNBREAKABLE PHONO PLASTIC REPLACEMENT PARTS

NON-INFLAMMABLE
NON-BRITTLE
SHRINK-PROOF
RIGID MATERIAL
EXPERTLY MOLDED

GUARANTEED
PERFECT FIT
FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

WURLITZER MODELS

24 Top Corners	Each
24 Lower Sides	\$ 1.20
61-71-41-600-500 Top Corners	4.00
700 Top Corners	7.00
700 Lower Sides	9.50
700 Back Sides	8.50
800 Top Center, Right or Left Red	8.00
800 Back Sides, Green	9.50
800 Lower Sides	13.50
750 Top Corners	8.75
750 Lower Sides	8.75
750 Top Center	4.25
750 Middle Sides	2.00
850 Top Corners	9.50
850 Lower Sides	8.75
850 Top Center	11.00
950 Lower Sides	10.50

MILLS

Available in Red, Yellow or Green

Throne—Empress	Each
Top Corners	\$14.00
Throne—Empress	
Lower Sides	14.00

New! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder.
\$5.00 Per Set.

ROCK-OLA MODELS

Standard, Master, DeLuxe or Super

Top Corners	Each
Lower Sides	\$12.75
Top Door Plastics	6.75

The Above Available in Solid Red, Yellow, Green.

COMMANDO

Top Corners	Each
Top Center	\$ 8.00
Long Sides	7.00
Combination Yellow & Red Color Scheme	12.75

SEEBURG MODELS

"Hi Tone"—Model 9800, 6800,	Each
8200, Lower Sides	\$14.50
"Cadet"—"Major"	
Top Corners	6.00
"Classic"—"Colonel"	
Top Corners	2.50

SHEET PLASTIC

20"x50"—Non-Brittle, Pliable.

50 Gauge Red, Yellow or Green (Thickness of a New Half Dollar). Per Sheet \$14.50

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York.
Remit Full Payment and Save C.O.D. Charges, Checks Acceptable!

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WHAT?**

**RE-SHARPENED PHONO
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1-50 Needles Re-Ground @ 15c
51 or More Re-Ground @ 10c

Write for details and free
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As I Said On "A" Day....

..... Aireon will open up a new era for automatic music operators! This statement is now being proved on more and more locations in this area every day. Never have operators so enthusiastically accepted a music machine as they have the new AIREON Electronic Phonograph. Yes indeed, Aireon is opening up a new Profit Era for automatic music operators!



We Are

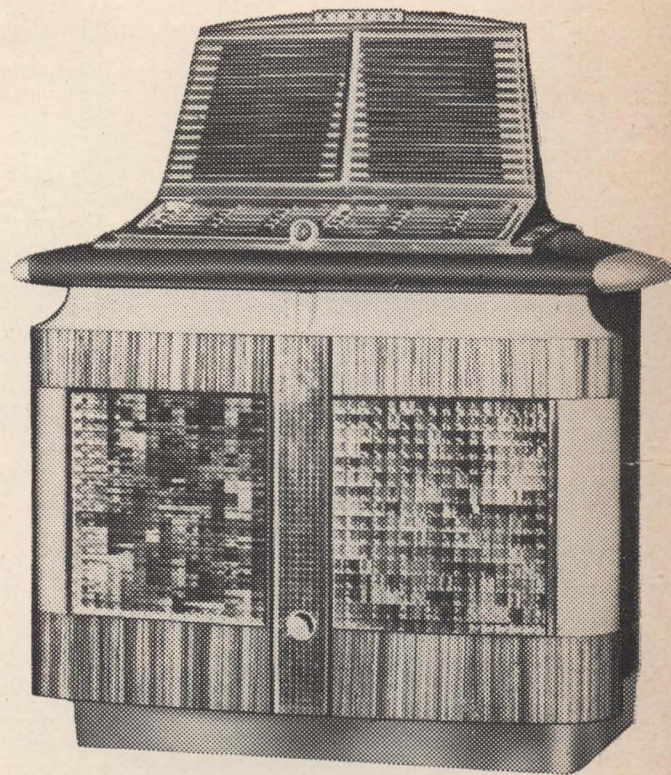
NOW DELIVERING

The 1946
Aireon

ELECTRONIC PHONOGRAPH

*Come In and Schedule
Your Deliveries TODAY!*

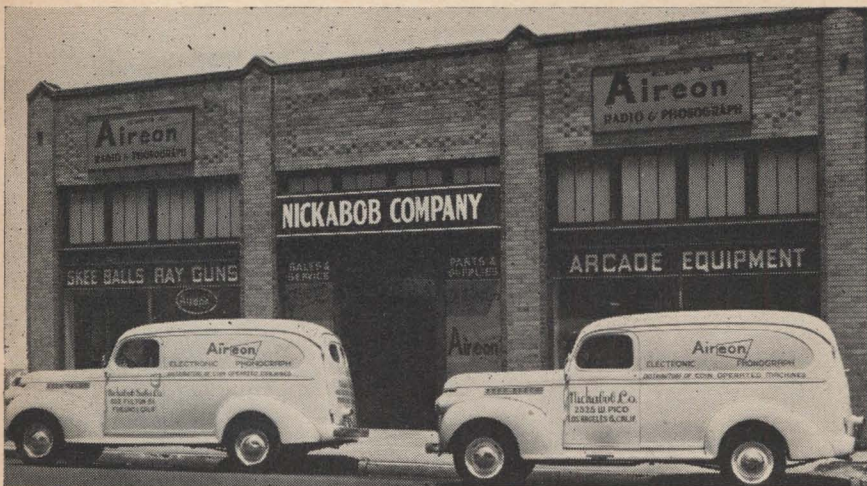
Shipments are arriving each
week . . . so don't delay!



JACK GUTSHALL DISTRIBUTING COMPANY

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LOS ANGELES 7, CALIF.

640 16th STREET
SAN DIEGO, CALIF.



These handsomely painted and neatly lettered service trucks of the Nickabob Co. are busy these days servicing the many customers of the firm in Los Angeles and Fresno areas and rushing deliveries of new equipment.

Telo-Tone Introduces New Phone Music Features

CHICAGO—The customer sits back in his booth, waiting for dinner to be served, and his soul craves music. But he's had a particularly hard day at the office and he dislikes having to peer at a selector to determine his tune. In fact, he isn't sure just which number he does prefer.

Then into his booth comes the piped-in voice of the studio attendant. She announces that "You Are My Sunshine" is to be played and gives the tune a brief plug. The pre-playing build-up sounds good to the customer so he slips a nickel into the wall box and out comes the music. If he doesn't care for the selection, he waits for another.

That's a brief description of Telo-Tone Corp.'s outstanding contribution to telephone music: the Musicale System.

But it doesn't tell the complete story. Before embarking on its new venture, the company carefully chose top members of the radio, communications and coin-engineering field to insure a complete, mechanically correct system.

President R. A. Clark, Jr., formerly an engineer with American Telephone & Tele-

graph Co., and possessing vast engineering experience, states that Musicale is not in competition with automatic phonographs, but that it is a supplementary service.

Other key men in the organization include Director of Engineering George Phelps, who spent a decade with the Crosley Radio Corp., and eight additional years in developing coin equipment; Sales Manager J. D. Kintzel, a research engineer with Nielsen Radio Index; and Arnow Brendel, Telo-Tone's production superintendent, whose background includes 15 years in the coin machine field.

The streamlined wall boxes are models of mechanical simplicity; units can be removed and replaced in 30 seconds.

Completion of a full record's play is assured by means of an apparatus which holds the coin until the announcement has ended. Automatic volume control is maintained at the central studio.

The amplifier is equipped with three connectors, each controlling one third of the wall boxes and each having individual volume control. In the event of operational difficulties, only one-third of the boxes are out of order.

In procuring central studio equipment, the operator has the choice of single,

double or triple channel systems, with one turntable required for each channel.

Telo-Tone will soon announce names of authorized distributors throughout the United States.

Phono Ops Cashing In On Wall Street Investments

NEW YORK—When record production climbed from an all-time low of ten million in 1932 to an all-time high of 156 million thirteen years later (the latter figure achieved despite shortages and restrictions in material and labor), someone high in the financial world was bound to sit up and take notice.

Someone did! Wall Street. Recognizing the record business as a stable investment with a tremendous potential, the big boys of the Great White Way of finance have poured millions into the blood stream of Record-dom.

The Wall Street influence has already been felt. Decca has shot forward in sales. Capitol's upsurge in expansion culminated with the purchase of Scranton Record Co. Jefferson-Travis Co. bought out Musicraft. New companies are being formed, existing companies are being merged, and stock issues are being floated.

Big financing means bigger business. Bigger business calls for more records, keener competition, terrific increases in advertising and promotion. To the phonograph operator it all adds up to millions of dollars in free disc promotion. The public, as a result of this tremendous outpouring of money, is whetting its musical appetite and becoming more record-conscious daily. The result: the greatest volume of play in the history of automatic music.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**"LOOK FOR THE EAGLE
THE SYMBOL OF
QUALITY"**



**REPLACEMENT
PLASTICS**

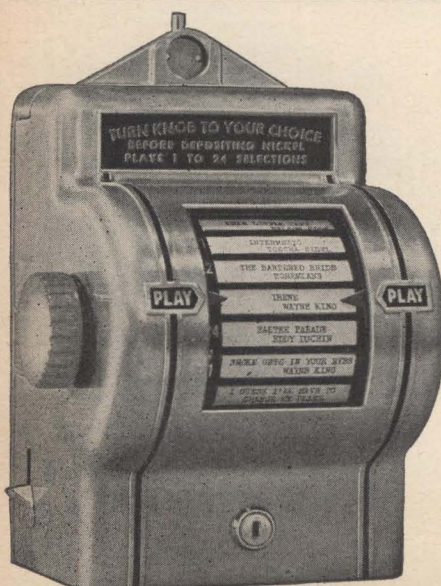
for all
makes and models of
AUTOMATIC PHONOGRAPHS
(the oldest and newest)

**NOW AVAILABLE
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Send For Complete Price List

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**PACKARD
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SELECTIVE REMOTE CONTROL

The most outstanding remote control box in the entire music field - - - that's the PACKARD PLA-MOR! Thoroughly proven over the years, and still the most popular box on the market.

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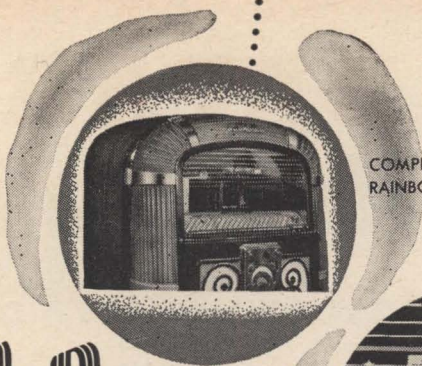
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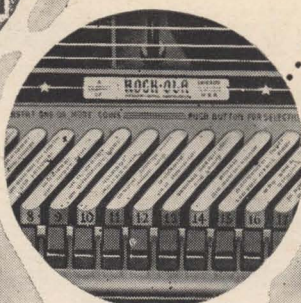
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ONLY
the new
ROCK-OLA
"THE PHONOGRAPH OF TOMORROW"

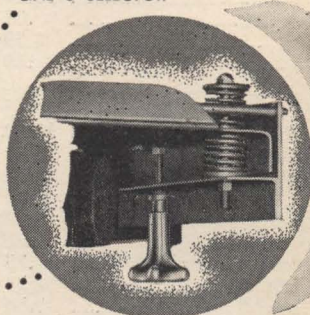
has ALL
of these
outstanding
features



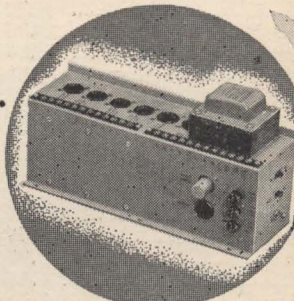
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RAINBOW LIGHTUP MOTIF



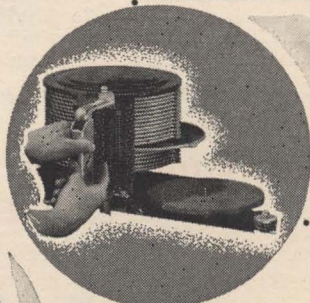
LINE-O-SELECTOR



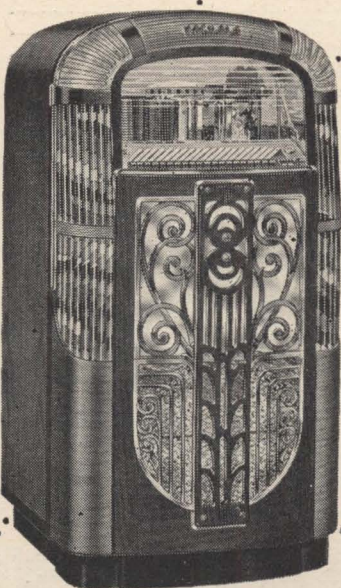
MECHANISM CHASSIS ANCHORS



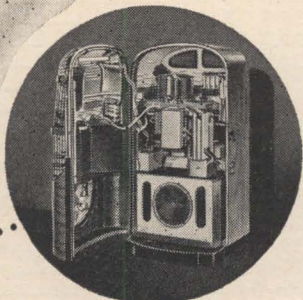
ELECTRICAL DISTRIBUTION PANEL



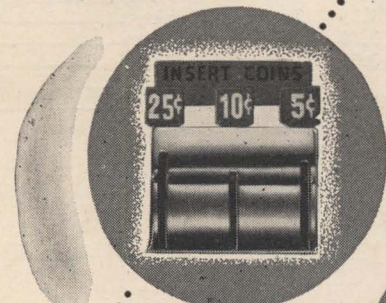
RECORD TRAY RELEASE



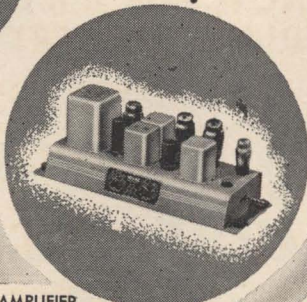
Model 1422



COMPOSITE FRONT



SEPARATE 5-10-25c
COIN CHUTES



STREAMLINE AMPLIFIER



ROCK-OLA MANUFACTURING CORPORATION
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Announcing Our New **PARTS DEPARTMENTS** in Los Angeles and Fresno

ORDER FROM THE FOLLOWING LIST OF HARD-TO-GET PARTS:

KIRK SCALE PARTS

Weight Hand Assembly.....	\$.40
Selector Hand25
Sign	2.00
Dial Face Glass.....	1.00
Dial Face	2.50
Coin Chute	3.50

GENCO TOTAL ROLL PARTS

Top Glass	\$ 4.00
Back Glass	10.25
Contact Pins05
Score Wheels	6.50
Balls60

PHONOGRAPH PARTS

Title Strips (Packard).....per M	\$7.50
In lots of 30 M.....per M	5.00
Buckley Title Sheets.....per M	3.50
Packard Box Bar Brackets.....each	1.00
Crystal Pickup L 40 A.....	3.75
Permo Point Needles, 100 lots.....	.30
Wurlitzer Star Wheels "24".....	.75
Wurlitzer Main Gear.....	2.75
Wurlitzer Turntable Bushing.....	1.50
Wurlitzer Actuating Lever Roller	.30
Wurlitzer Heart Shaped Cam	
Roller30
Wurlitzer Star Wheel Pin.....	.35
Needle Screws Tone Arm.....	.15
Buckley Box Sides (Metal).....each	.50
Volume Control Keys.....	.05
25M ohm Volume Control.....	1.00
50M ohm Volume Control.....	1.00

GOTTLIEB GAME PARTS

Slow Drop Coils.....	\$1.25
SM20-1 Coils	1.45
R20-2 Coils95
C20-1 Coils95
Guage Plastic	1.00
Ball Lift	1.50
Plunger Shaft	1.25
Plunger Assembly	2.35
Lift Shaft55

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30% Discount off List

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#8310
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Special 27 Volt Bay. Base.....	.30

We have Lumilines 60 Watt.....\$1.25

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2A3	6SN7	2051
2A4G	6SQ7	30
5U4G	7C5	5Z3
5V42	7F7	6C6
5W4	37	6L6
6C5	38	76
6C5GT	41	5V3G
6C5G	42	6B8
6J5	47	6H6
6N7	56	6J5GT
6SC7	80	6J7
6SJ7	245	6K7G
6SK7GT/G	CE-23	6L6G
6SL7	884	6S0

COIN CHUTES

A.B.T. 5c #500 Free Play Chute..	\$ 3.50
A.B.T. 5c #500 Free Play Slide..	1.25
Kirk Scale 1c Chute.....	3.50
1c Bulldog Chute.....	3.50
2c Chute	3.50
Skeeball Drop Chute	
Complete Assembly	30.00

SKEEBALL PARTS

Skeeball Glass '37.....	\$ 5.00
Skeeball Pull Down Arm.....	7.50
Skeeball Quadrant Gears.....	7.50
Skeeball Rewind Arm Assembly....	7.50
Skeeball Connecting Cable.....	3.00
Skeeball Nets (Built to fit).....	12.50
Skeeball Coin Chute Assembly	
and Top Plate Complete.....	30.00
Skeeball Quadrant Gear	
Assembly	12.75
Skeeball Register Arm Assembly..	12.50
Skeeballs 3 1/8"75
per hundred	60.00
Skeeballs 3"75
per hundred	60.00
Skeeballs 2 1/2"60
per hundred	50.00
Skee Barrel Roll Glass.....	6.00
Skee Barrel Roll Motor.....	6.00
Skee Barrel Roll Barrel.....	8.00

FUSES

3AG 1/2 Amp.....each	\$.10
3AG 1 Amp.....each	.05
3AG 3 Amp.....each	.05
3AG 5 Amp.....each	.04
3AG 6 Amp.....each	.04
3AG 10 Amp.....each	.03
3AG 15 Amp.....each	.03

We also have Slow Blow Fuses

MISCELLANEOUS PARTS

Micro Switches (Normally Open)	\$1.00
A.C. Rip Cord 250' Rolls	5.00
30-Wire Cable.....per ft.	.24
Pigtail Wire.....per ft.	.05
No-Ox Contact Cleaner.....	.50
Protect-O-Pet Contact Lubricant..	.50
Contact Kits	1.00
5c Coin Stackers.....	1.50
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Coin Wrappers65
Stynamite	Gallon 1.65
Fuse Clamps10

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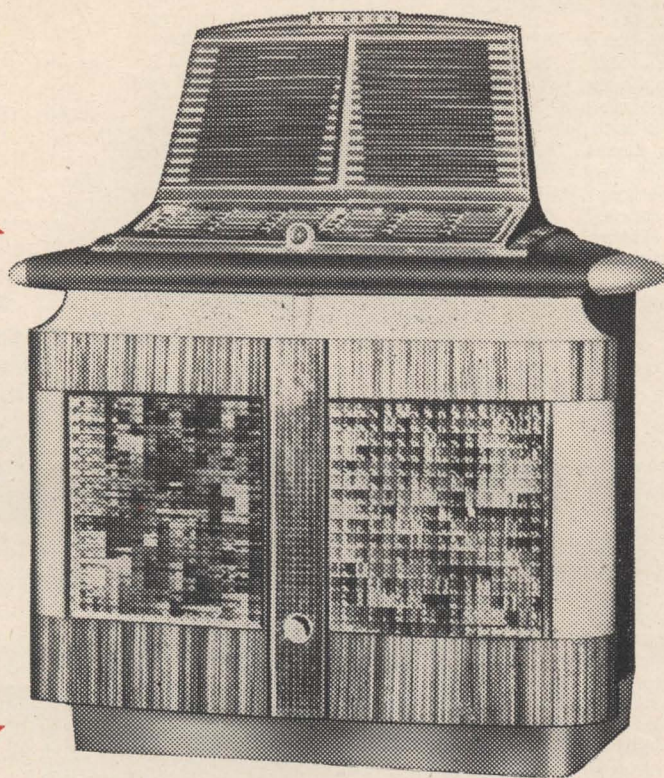
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Now Delivering!

THE 1946 AIREON ELECTRONIC PHONOGRAPH

PLACE
YOUR
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NOW

Operating success for the years ahead is now at your command through the Aireon Electronic Phonograph. Hundreds of operators over the nation acclaim this instrument to be perfection in music reproduction. It is a product of the most modern scientific development, incorporating true fidelity features never before achieved in any type of automatic phonograph.



PLACE
YOUR
ORDER
NOW

This extraordinary instrument opens up a new profit era for the music operator. Remarkable beauty of tone, matched by unrivaled beauty of appearance, assures constant play and absolute satisfaction in any location. Quicker, easier servicing, trouble-free performance, lower operating costs and higher profit levels make this the natural choice of every operator. Makes all other phonographs obsolete.

GREATEST EVENT IN AUTOMATIC MUSIC HISTORY

The first shipments of Aireon Electronic Phonographs have arrived and are on location! We are assured of a regular schedule of shipments from now on—in steadily increasing quantities. We urge every operator to weigh all the unquestioned qualities of this instrument, both from the customers' viewpoint and his own, against any other coin operated phonograph. The features of this ultra deluxe machine are overwhelming. Aireon combines the electronic age with the age of vastly expanding music operation profits. The entry of Aireon into the music field and the speed of delivery and public acceptance combine to make automatic music history. THE WAITING PERIOD IS OVER! Place your orders now!

Come In For A Demonstration Today!

The Nickabob Company

NICK CARTER

NICKABOB COMPANY
2525 West Pico Boulevard
Los Angeles 6, California
FAirfax 1107

NICKABOB SALES COMPANY
602 Fulton Street
Fresno 2,
California

Operator "Toots Own Horn" For More Attention From Manufacturers

by Robert A. Latimer

That it is the wheel that squeaks the loudest which gets the most grease is a contention which Harold Jones, phonograph operator of Nampa, Idaho, proved completely recently—when he staged a one-man campaign designed to attract more attention from manufacturers to the small-town operators.

Jones, who operates a long string of phonographs, as well as two cocktail lounges and a restaurant in this small Idaho city, feels that it is almost traditional with the national manufacturer of phonographs, parts and general coin machines, to overlook the small-town retailer. "This means simply that the manufacturer takes the line of least resistance, and ships the majority of his production into the large-city centers," Jones pointed out, "with the result that we are forced to get along with old equipment and to serve dissatisfied location owners with machines which break down and need frequent repairs. Also, many spots go to competition simply because we cannot provide handsome, well-operating machines as we should."

The situation has been much the same with state distributors, Jones pointed out—a tendency toward supplying the big city operator ahead of the small-town man. "Actually, this is a serious mistake," Jones pointed out, "because the average income per capita of small-town residents in cities of less than 25,000 is much higher than the city norm. Also, because of a balanced agricultural and industrial economy existing here, we will continue to grow for many years in the future—as long as Idaho and other agricultural states are helping to feed the world. Above that, the small-town resident is equally sold on big-name orchestras, up-to-the minute music of all types, and will not be satisfied with any-

thing else. It is a mystery to me why so many hill-billy records and rustic music is still shipped into small-town distributors, who confess cheerfully that these are only a substitute."

Jones feels that the only way to offset this problem is for the operator to "take matters in his own hands, and do something about it." In his own case, the campaign took the form of a series of letters which Jones wrote to manufacturers of phonographs, parts, records, and all accessories to phonograph operation. Addressed directly to the national salesmanager of each firm, the letters first pointed out that Jones is as aggressive and modern an operator as can be found in any city and that most of his spots are in top-earning locations well above city returns. He stressed modern repair service, an efficient crew of servicemen, and the uniformly high-class qualities of his spots. Going farther, he pointed out that Nampa's 200 retailers do a business of \$16,000,000 a year in a town of only 13,000 people—a record hard to match. He indicated that this was an excellent indication of the amount of patronage to be expected in any phonograph location, and going farther, used figures to back it up. The letters wound up with a promise that the operator could back up each of his statements, and was anxious to prove them with more new equipment, not only in view of the present shortage, but later on when the phonograph industry returns to the former competitive level. "There has never been a period when it was simple to buy the correct

equipment for a high-class route," Jones summed up, "and I believe it is high time the manufacturer gave us more attention."

Results of the letters were amazing, according to this progressively-minded Idaho operator. Bored salesmanagers, who had never before heard directly from a small-town operator, took pains to dispatch quick replies—promising early delivery of top-line phonographs as soon as possible, better service on parts, and plenty of similar favors. Those firms which could, offered advance shipment of phonographs which had been on order for a long time, and the group of manufacturers unanimously agreed on "research into the country market." Jones feels that if his campaign accomplished this one thing, that it was well worth the trouble.

Blatts Plan Expansion

BOSTON—An expansion program, embodying 500 additional square feet of floor space, is high on the list of "future construction" plans for Barney and Louis Blatt, New England Seeburg distributors.

Also included in the building program is a one-story addition to present quarters which will be used for new offices.

PHONO NEEDLES
Re-Sharpened on Precision
Grinding Machines Make
Your Needles Like New

Will Save You Money
Satisfaction Guaranteed

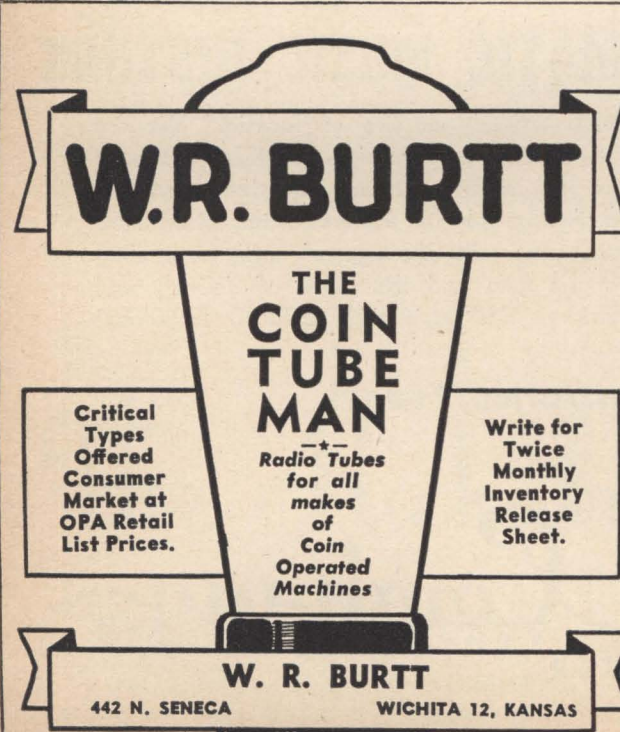
Only Service of Its Kind
Write for details and free
Shipping Containers

RE-SHARP NEEDLE SERVICE
P. O. BOX 770
FORT DODGE, IOWA

COIN
MACHINE
REVIEW

40

FOR
JULY
1946



W.R. BURTT

**THE
COIN
TUBE
MAN**

—★—
Radio Tubes
for all
makes
of
Coin
Operated
Machines

Write for
Twice
Monthly
Inventory
Release
Sheet.

**Critical
Types
Offered
Consumer
Market at
OPA Retail
List Prices.**

W. R. BURTT

442 N. SENECA WICHITA 12, KANSAS

QUALITY PICTURES
FOR
PANORAM OR SOLOVUE

NOW READY
SERIES 19
"SENSATIONAL
SPECIALTIES
FROM THE
NIGHT CLUBS"

\$36 PER WHEEL
OF SIX SUBJECTS
SOUND OR SILENT

★ ★ ★
QUALITY PICTURES CO.
5634 SANTA MONICA BOULEVARD
HOLLYWOOD 38, CALIFORNIA



HARD TO GET PARTS

Satisfaction Guaranteed or Your Money Back

Wurlitzer Turntable Bushings
(Brass), Each.....\$1.00

Wurlitzer Main Fibre Gears, Each..... 3.95

Title Strip Holders or Program Tins.
Each10

Star Wheels, Each..... .35

Star Wheel Pins or Dumbbells, Each..... .35

Shielded Wire for Tone Arm.
Per Ft. 8c; 15 ft..... .75

Micro Switches, Red and Green on
Same Switch; connect leads to
whichever color you want—only one
switch to stock. Per-
fect for all Rock-Olas
and Wurlitzers. Ea.
\$1.15; Per Dozen.....\$12.00

B-2 Crystal Pick Ups
(Black Type) for Rock-
Ola and Mills, Ea.
\$3.25; Per Dozen..... 36.00

Brand New, Original
Wurlitzer Magazine
Switch Box Assem-
blies, Complete with
Cover for 412, 616,
24A, 600A, 500.
SPECIFY MODEL. Ea. 9.95



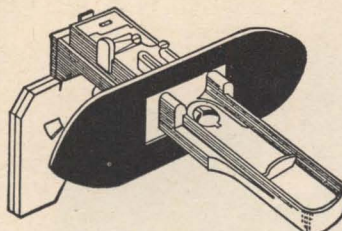
VOLUME CONTROL KEY



NEEDLE SCREW



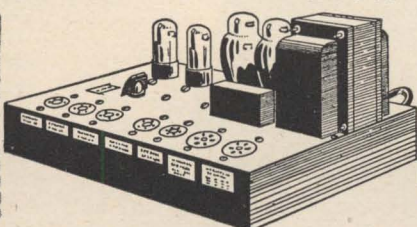
TRIP DOWN WIRE



COIN CHUTE



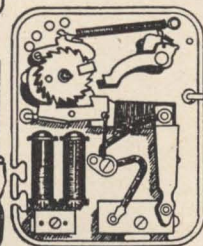
OILER



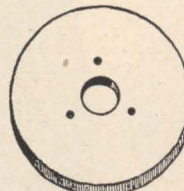
UNIVERSAL AMPLIFIER



CASTER



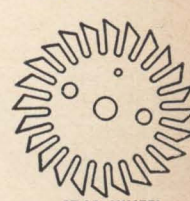
MAGAZINE SWITCH
BOX ASSEMBLY



MAIN FIBRE GEAR



STAR WHEEL PIN



STAR WHEEL

Wurlitzer Needle Screws, Case Hard-
ened. Per Doz.....\$ 1.50

Seeburg Needle Screws, Long, Short,
Specify. Per Doz..... 1.50

Casters, Standard Wur. Size. Set of 4.... 1.35

Casters, Large Size. Fit any Phonograph.
Set of 4..... 1.65

Wurlitzer Trip Down Wire. Ea..... .40

Volume Control Keys, Polished. Ea. 5c;
Per 100 4.50

Brand New Coin Chute Assemblies, single
coin only, to replace entire 3 Coin
Chute Assemblies on 412 and 616. Com-
plete. Ea. 11.95

"Lifetime" Pressure Oiler, a coin machine
operator's "Must". Ea..... 2.95

Universal Amplifiers—Ask the Operator
who owns one. Model A fits all Wur-
litzer models, all Rock-Olas, all See-
burgs except Hi-Tone. Complete with
tubes. Ea..... 54.50

Model B fits all Wurlitzers, all Rock-Olas
and all Seeburgs including Hi-Tones.
Complete with tubes. Ea..... 74.50

JOBBER and DISTRIBUTORS
Write for Quantity Prices
1/2 Certified Deposit Must Accompany All Orders

HEATH
DISTRIBUTING COMPANY
217 Third Street, MACON, GEORGIA
Phone — 2681



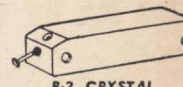
TURN TABLE BUSHING



MICRO SWITCH



PROGRAM TIN
"TITLE STRIP HOLDER"



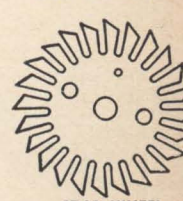
B-2 CRYSTAL
PICK UP



SHIELDED WIRE



STAR WHEEL PIN



STAR WHEEL

COIN
MACHINE
REVIEW

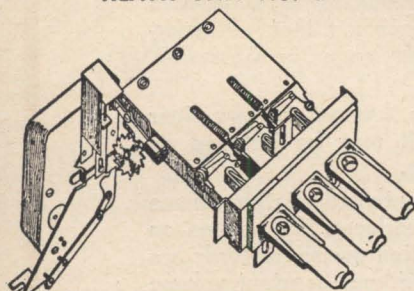
41

FOR
JULY
1946

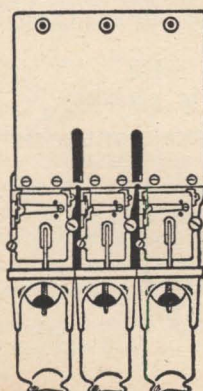
Announcing...HEATH COIN CHUTE ADAPTOR UNITS

FOR WURLITZER PHONOGRAPHS 412, 616, 24, 600 & 500

HEATH UNIT NO. 1



UNIT #1 INSTALLED—TOP VIEW
FOR 412's AND 616's



UNIT #1—TOP VIEW—AS YOU
RECEIVE IT—FOR 412's & 616's

We can make delivery within two weeks of these
assemblies. Complete satisfaction guaranteed or
your money back. No arguments whatsoever,
price **\$22.50** each unit.

Each unit is composed of 3 chutes, 5c-10c-25c, and completely
replaces 3 worn chutes on your phonographs. Chutes cannot be sold
separately, as they will not work in conjunction with chutes now
on your machines. However, once you buy a complete Heath Unit
individual chutes can be replaced. Units are easily installed in a few
minutes. Complete instructions are enclosed with each unit. In-
stallation requires **NO** drilling, tapping or defacing of phonograph
in any way. Heath Unit fits in same opening of phono cabinet.
Heath Unit has same overall dimensions as three chutes it replaces.
Heath Unit has been tested on location several weeks. **We know it
is right.** This unit is manufactured for our exclusive world-wide
distribution by one of America's most reputable manufacturers.
They have had years of experience and use only best materials.
Unit is chromium plated and has brass slides.

Think of the pleasure you will give your customer. Now they can
again gently push in a coin chute. No more bruised fingers and
hands from banging on worn-out chutes.

Be sure to order units by model numbers. The Number 1 Unit fits
412's and 616's, the Number 2 Unit fits 600's and 24's, and the
Number 3 Unit fits 500's. Remember this is a proven product.
These coin chutes are as near slug proof as is possible to build.

Write, wire or phone your orders. Orders with one-half (1/2) deposit
given priority.

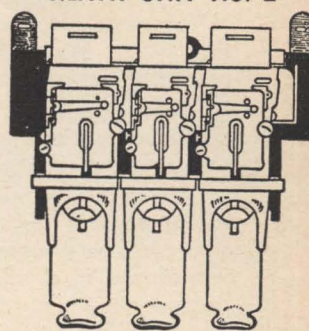
Dixie's most progressive distributors again bring you a
"Peach" from Georgia.

ORDER BY UNIT NUMBER
OR MODEL NUMBER OF MACHINE

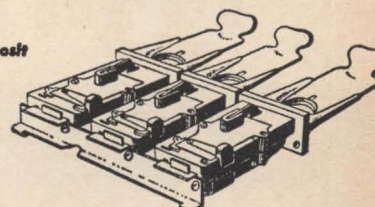
Address all orders c/o Parts Dept.

HEATH
DISTRIBUTING CO.
217 THIRD STREET, MACON, GA.
Phones 2681 and 2682

HEATH UNIT NO. 2



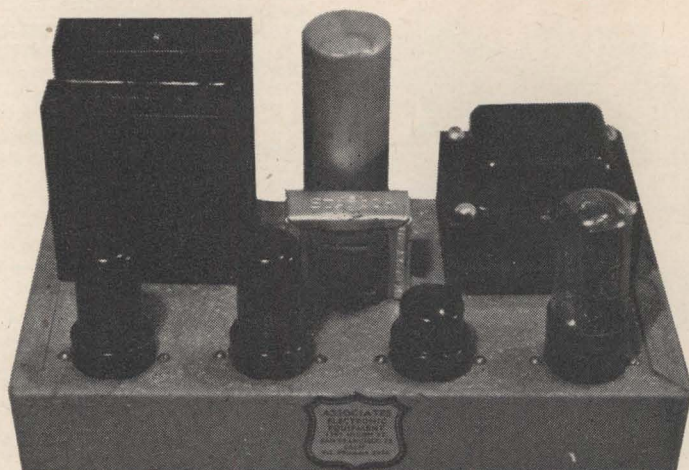
UNIT #2—TOP VIEW
MOUNTED FOR 600's AND 24's



UNIT #2—TOP VIEW—AS YOU RECEIVE
IT—FOR 600's AND 24's

HEATH UNIT NO. 3
FOR 500
PICTURE NOT SHOWN

Adjust The Volume on Your Phonograph So That Every Record Is Reproduced **AT THE SAME VOLUME** **THE WAYNE AUTOMATIC RECORD VOLUME EQUALIZER**



GIVES YOU CONTROLLABLE, EQUAL VOLUME ON EVERY RECORD IN YOUR MACHINE

At last a device to equalize the volume on every record in your program stack. Regardless of the variance in recording volume, the WAYNE AUTOMATIC RECORD VOLUME EQUALIZER adjusts the volume on your phonograph so that EVERY RECORD is reproduced at the same volume. No more low volume records followed by a recording that will practically blast the customers through the walls. Every record receives the same consideration, presentation, location-controlled and at a pre-determined volume.

The WAYNE VOLUME EQUALIZER occupies a space no larger than an ordinary cigar box, is exceptionally simple and requires no attention or servicing. It may be installed on either new or used equipment—right on location—in ten minutes or less.

Bear this in mind—The WAYNE EQUALIZER does NOT constantly adjust the volume to compensate for varied noise in a location. The unit increases, or reduces, the volume on all records to a volume standard controllable only by you or your location owner. Records are reproduced in all their sparkling brilliance at the same volume level without constant volume fluctuations which result in jumbled renditions irritating to customers.

Be the first in your territory to equip all your phonographs.

\$33⁰⁰ for use with
crystal pick-up

\$36⁰⁰ for use with
magnetic pick-up

IN ORDERING, PLEASE SPECIFY TYPE OF PHONOS UNITS WILL BE USED ON SO PROPER CONNECTIONS WILL BE SHIPPED!

DISTRIBUTORS WANTED Write For Details

GEO. R. MURDOCK AND

ASSOCIATES

ELECTRONIC & EQUIPMENT

1797 UNION STREET, SAN FRANCISCO 23, CALIFORNIA

Telephone PRospect 2974

**FOR
JULY
1946**



Aubrey Stemler

Announcing The Formation of a Partnership to Be Known As



Skeets Gallagher

STEMLER-GALLAGHER DISTRIBUTING COMPANY

"Exclusively Bally"

in Southern California, Southern Nevada and Arizona

NOW DELIVERING:

BALLY VICTORY SPECIAL

BALLY VICTORY DERBY

BALLY SURF QUEENS

—and—

THE NEW BALLY CONSOLE:

DRAW BELL

STEMLER-GALLAGHER DISTRIBUTING COMPANY

2323 West Pico Blvd.

(FEderal 5169)

Los Angeles 6, California

COIN
MACHINE
REVIEW

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1946



Part of the North Hollywood plant of the Bendix Aviation Corp. where Solotone boxes are being turned out by the hundreds. Bendix reports it holds a \$1,250,000 contract from Solotone for the individual timed music boxes and several hundred people are employed in production. Says Bendix: "From the time you multiply this number by employment among vendors and by the operators after the unit is installed, you have a pretty good-sized industry."

500 Solotones Per Day

LOS ANGELES—Faced with a rising backlog of orders, Solotone Corp., originator of individual timed music systems, has contracted with the Pacific Division of Bendix Aviation Corp. for the manufacture of 500 boxes per day, effective June 10th.

On that schedule, there will be a Solotone box coming off the production line every 8/10 of a minute, according to F. B. Wilson, president. Wilson credited the popularity of Solotone to the fact that the 10c chute on the box is bringing operators in approximately 35% more income and that, because of a six inch speaker, the unit has superior tone qualities.

At the same time, he revealed that Solotone is now being widely distributed in

Canada. The corporation is represented by the Regent Vending Co. at Ottawa and by the Winnipeg Coin Machine Co. at Winnipeg, Regina, Edmonton and Vancouver.

Nelson Record Holdings Sold

LOS ANGELES—A syndicate headed by C. C. McDonald and Don Pierce has purchased all holdings of Richard A. Nelson, president of Record Productions, Inc. This includes Four Star and Gilt-Edge Records and all record processing, milling, plating and distributing facilities.

Consolidated Record Distributors, Inc., will continue to handle distributorship.

A campaign to promote sale of Four Star Records will soon be undertaken with 12 new releases to be placed on the market.

Wurlitzer Cited By Navy Department

WASHINGTON—For developing "a secret weapon second only to the atomic bomb," Rudolph Wurlitzer's North Tonawanda plant has been awarded the Naval Ordnance Development Award.

In a letter accompanying the certificate, Rear Admiral G. F. Hussey Jr., Chief of the Bureau of Ordnance, wrote: "The congratulations of the Bureau of Ordnance are extended to every man and woman of the Rudolph Wurlitzer Co. for outstanding performance in connection with the research and development of the proximity fuse."

Individual merit awards were presented to Carl E. Johnson, Vice President and General Manager of the North Tonawanda plant; Raymond C. Haimbaugh, Director of Engineering; Roy F. Waltemade, Lamar E. Hayslett, Frederick H. Osborne, Charles J. Hull, Francis M. Schmidt, John H. Riggs, Otto E. Grupp, Jr., Rowland E. Stubbs, Garland L. Tomlin, Robert S. Tuttle, Michael J. Corbett, Jr., Theodore Wensel, Jr., Ture G. Shelin and Thomas F. Downey. The proximity fuse, known as the "VT" fuse, automatically explodes bombs, rockets, and artillery shells as they approach their target.

The award climaxed more than three years of feverish research to improve upon the basic designs of the weapon, and resulted in development of a wind-driven generator unaffected by atmospheric conditions or altitude.

Prior to the Navy award, Wurlitzer had received the Army-Navy "E" four times, in addition to citations from the U. S. Army Ordnance Department and the Office of Scientific Research and Development.

Traces Phono to 1890

NEW YORK—Movie producers have long known they must be careful about the things they put into films, particularly in historic matters. Let some film show a telegraph instrument, for example, in a picture set in the days before the invention of the dot-dash key, and the producer—or his studio, or even the star of the picture—will be deluged with letters from critical observers, all saying "It ain't so."

But the producer isn't alone in having to be watchful. Not even the writer of a "letter to the editor" is immune. And the amount of information about historical things is really amazing. Some watchers-for-errors even know something about the history of the automatic phonograph.

Not long ago one Bert Resifeld wrote a letter to the Editor of the New York Times which commented on recording royalties paid to song-writers. Resifeld asserted that the copyright law was passed in 1909 "when nobody ever dreamed of a juke box."

He didn't get away with it, though. Arthur E. Yohalem of the proud Borough of Brooklyn promptly took issue. Said contradictor Yohalem:

"The one-record coin phonograph which made its debut way back in 1890 blossomed into a multi-cylindrical affair as early as 1896, when the five-record Multiplex was produced in New York. Improved coin cylinder models reached their zenith in the Concertophone, a selective machine with a magazine of twenty-five cylinders made in Chicago in 1906."

So there! And any music operator who thinks he's in a novel, new business had better re-read the preceding paragraph and take new pride in its more-than-fifty-year-old traditions.



Bill Wolf, head of M. S. Wolf Distributing Co., shown with Mr. Bolin, veteran coin machine operator of Los Angeles, poses before the new AMI Phonograph at the recent showing.

India Sans Phonos

CALCUTTA, India—There's an opportunity here for some enterprising music operator, but there may not be too many customers. The Hindustan Building, a familiar landmark to thousands of American soldiers who served in the China-Burma-India theaters, closed officially at midnight May 26 as a U. S. Army installation. To jungle-weary GIs the Hindustan Building was a haven for cakes and hamburgers and a chance to listen to one of the few genuine "juke boxes" in the area.

Theodore Blatt Joins Solotone Corp.

NEW YORK—Theodore Blatt, New York attorney and brother of Coin Machine Distributor William Blatt, has been appointed Regional Factory Representative of Solotone Corp., President William A. (Bud) Parr announced.

As a successful attorney, Blatt was one of the spearheading forces in the formation of the country's first operator organization, the Greater New York Operators Association.

Blatt feels that his new connection is of such prime importance that he is relinquishing his law practice in order to devote full time to Solotone interests.

"Solotone is ushering in the atomic era of the music business," he said. "It offers an entirely new approach for music operation and is the operator's answer to the pernicious problem of changing styles and equipment because once a Solotone installation is made it is permanent."

Intimate Music Networks, Inc., headed by Max Schiffman and Jack Rubin, with offices in Brooklyn and New York City, was Blatt's first distributor appointment after taking over his new duties. Intimate Music will cover metropolitan New York. Rubin, a music operator, has sold his route to solo for Solotone.

799 Phonos in Minneapolis

MINNEAPOLIS—How many automatic phonographs in your city?

Minneapolis has 799, according to Russell S. Ackerman, superintendent of city licenses, in a recent report. Since placing the phonograph tax into effect in February, returns have almost reached \$8,000.

MUSIC DEPARTMENT CONTINUES ON PAGE 48

COIN
MACHINE
REVIEW

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FOR
JULY
1946



... Are Influencing Location Owners and Patrons to Want Nothing but WURLITZER MUSIC!

●●● Illustrated above ... another in a series of full page, full color advertisements scheduled to appear in America's leading weekly magazines. Coupled with coast to coast billboards from April through December ... plus ... colorful play-stimulating signs in locations ... this campaign, first and only one of its kind in commercial phonograph history, has established itself as the greatest location-getter and play-stimulator of all time. Wurlitzer Music is in the greatest demand it has ever enjoyed in all its colorful, tuneful history.

- ★ Saturday Evening Post
- ★ Liberty
- ★ Collier's
- ★ Look



WOLF SALES COMPANY

Exclusive WURLITZER Distributors

FOR COLORADO, WYOMING, UTAH, ARIZONA, NEW MEXICO, EASTERN IDAHO, EASTERN NEVADA, SOUTHERN MONTANA AND WESTERN TEXAS

1932-4 Broadway
Denver 2, Colorado

276 W. First, South
Salt Lake City 1, Utah

626 W. Washington St.
Phoenix, Ariz.

2401-5 East Alameda St.
El Paso, Texas

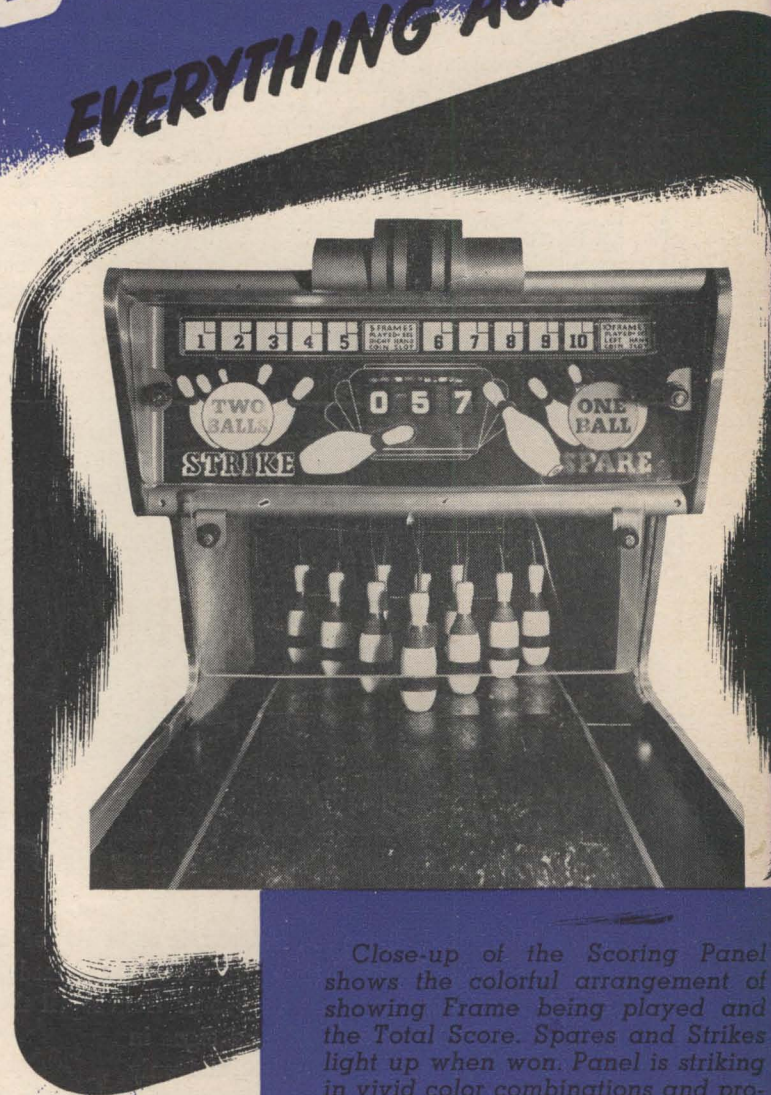
THE TEN PIN GAME THAT IS REALLY *Different!* **STRIKES** EVERYTHING AUTOMATIC

Now—for the first time—the unequalled thrills of actual bowling are incorporated in a coin-controlled game! STRIKES 'N SPARES is scaled down to an exact replica of a regulation alley but all of the exciting features of bowling on a standard alley are retained. Strikes . . . spares . . . automatic pin re-setting . . . automatic score totalizing . . . and the choice of five or ten frames are outstanding features of the first really new game in years and years.

STRIKES 'N SPARES is not an overnight dream of an unknown inventor. Over 50,000 man hours were invested in its development by the West's foremost manufacturers of critical gears and precision parts—the Grow Gear and Manufacturing Company—under the personal supervision of D. W. Price, one of the Coin Machine Industry's leading designers.

DOUBLE PLAY FEATURE BOLSTERS PROFIT!

STRIKES 'N SPARES is equipped with two coin chutes for DOUBLE PROFIT! Upon the insertion of a ten cent coin in the left chute the player is permitted to play the first five frames with strikes and spares automatically included. If the player desires to finish the last five frames, an additional coin, inserted on the chute on the right side of the machine, opens the play for the final five frames and retains the score made on the first five. Play is changeable to any combination desired, but most popular is 10c on the first five frames and 5c for the last five ASSURING A 15c PLAY EVERY FIVE MINUTES!



Close-up of the Scoring Panel shows the colorful arrangement of showing Frame being played and the Total Score. Spares and Strikes light up when won; Panel is striking in vivid color combinations and protected by plexiglass cushioned in live rubber supports.

**100% LEGAL
EVERYWHERE**

SPARES

C BUT BOWLING THE BALL



Length: 14 Feet

Game dismantles into three sections. Mechanism is mounted on three panels on live rubber. Each panel may be easily and quickly removed for servicing.

\$1.50 TO \$2.00 PER HOUR ON LOCATION TESTS!

STRIKES 'N SPARES has been thoroughly tested and proved on various types of locations. Actual tests show an average net of \$1.50 to \$2.00 per hour on a 10c-5c play. A 10c-10c play would increase the net proportionately.

On location STRIKES 'N SPARES attracts play from folks from 8 to 80. Its impressive beauty blends into every type of location. Its exciting action encourages repeat play. STRIKES 'N SPARES will hold the play indefinitely.

and for PARKS, PIERS PAVILIONS, FAIRS and SPECIAL CONCESSIONS a 20-FOOT MODEL

For locations where space permits, an additional section is available to turn STRIKES 'N SPARES into a 20-foot alley. Additional section is easily installed on the runway and its installation makes the game a regulation Duck Pin Alley.

One "Change Girl" can take care of the operation of a whole battery of STRIKES 'N SPARES at parks, piers, fairs, pavilions and as special concessions in Arcades and specially leased store buildings on busy streets.

Write, Wire, 'Phone TODAY!

Nationally Distributed by

UNIVERSAL PACIFIC SALES CO.

Headed by

ED JOHNSON (WESTERN STATES) ★ **JACK NELSON** (EAST AND MIDDLE WEST)

8851 BEVERLY BLVD • LOS ANGELES 36, CAL.

CRestview 1-5275

800 N. CLARK ST • CHICAGO 10, ILL.

CASTERS

Heavy Duty Replacement
SET of 4.....\$1.60

VOLUME CONTROL KEYS

(For Seeburg and Wurlitzer)
Package of 24.....\$1.00
Package of 100.....\$3.00

FIBRE MAIN GEARS

Sample\$4.00 For Seeburg and Wurlitzers Lots of 10.....\$3.50
(less Steel Hub)

QUANTITY PRICE.....\$3.00 each

Factory Guaranteed against Defective Workmanship and Material

SEEBURG
Pick-up Coils
(except
8800-9800)
Each \$1.50

WALLOMATIC
Fibre Inserts
For replacing rubbers
in Selector switch
banks
Per Set..... .30c

PLASTIC — (60 Gauge
Red)
Cut to Size.....per Sq. inch .02c
20"x50" Sheet.....\$10.00

Quantity Prices To Distributors and Jobbers
Terms: 1/3 Deposit, balance C.O.D., F.O.B. Los Angeles

E. T. MAPE MUSIC CO.

(Manufacturing Division)

1701 W. Pico Blvd. Los Angeles
(15)
Calif.
Phone: DRexel 2341

E. T. MAPE

284 Turk St. San Francisco
(2)
Calif.
Phone: PRospect 2700

Mills' New Phono Delayed Until '47

CHICAGO—Due to delays in vital materials caused by recent strikes, Mills' new phonograph and movie machine will not be placed on the market until early in 1947.

Elaborating further on the company's decision, G. B. Mills, vice-president in charge of sales, said: "Our original plans called for presentation of the Mills Phonograph and Mills Panoram in the trade in mid-summer, with deliveries starting a few days thereafter; now with deliveries of materials and component parts indefinitely delayed, our schedule has been changed."

Mills explained that his firm could have met the original time-table if they had used substitute materials, but they decided against it. Also, with volume of production drastically reduced because of shortages, cost and sales price of the units would be too high.

The Mills Phonograph will feature technical improvements and unique styling; Panorams also are slated to encompass many new features.



Jack Cohen, Timed Music Co., Cleveland, couldn't get Solotone boxes fast enough so he flew to Los Angeles to help make 'em. "Now if I can only get promoted to the shipping department," said Jack, "the boys back home will get plenty of Solotones."

USES To Fill AMI Jobs; Eaton Feted At Party

CHICAGO—In an effort to eliminate costly labor turnover, selected personnel for AMI's Chicago and Grand Rapids plants will be procured from the United States Employment Service hereafter, DeWitt (Doc) Eaton recently announced.

"It is hoped that with the USES referring only qualified individuals to our Personnel Department, that more stabilized work forces can be established at AMI plants," he stated.

Donald P. Lallemond of the Department of Labor conferred with Eaton and worked out a program for selecting AMI's future employees in accordance with the firm's job requirements.

On June 11 Eaton was honor guest at a dinner party in the Bismarck Hotel in celebration of his appointment as Vice-President & General Sales Manager of AMI. Factory distributors in attendance included: Morris Hankin, H & L Distributors, Inc., Atlanta, Ga.; Barney Sugarman, Runyon Sales Co., New York; David Rosen, Philadelphia; Gary Weber, E & W Distributing Co., Cleveland, Ohio; Harry Baker, Baker Novelty Co., Chicago.

Stockholders Change AMI Corporate Name

CHICAGO—Stockholders of Automatic Instrument Co. have voted to alter the corporate name of the firm to correspond with the trade mark, and will henceforth be known as AMI Incorporated. The change was made because the trade mark is more widely known than Automatic Instrument Co., the name from which the present organization is the outgrowth.

"This change in no way affects the management of the company," said DeWitt (Doc) Eaton, newly appointed Vice President and General Sales Manager.

In a mood of reminiscence, Eaton traced the history of automatic music. "In the Gay Nineties, enterprising inventors began to adapt the 'talking machine' to coin operation by providing a machine in a cabinet to which was attached one or more ear tubes, not unlike a physician's stethoscope. Upon deposit of a penny and the winding of a spring motor with a crank, a short speech or musical rendition could be heard through the ear tubes. By 1910 the 'talking machine' found its way into many homes and a new era of home entertainment was launched."

In 1920, the first coin-operated phonographs were introduced, but their selectivity depended on complicated gadgets which were difficult to maneuver.

Not until 1928 was an automatic selective phonograph manufactured. Then came the upsurge in the industry.

"The Automatic Musical Instrument Co. of Grand Rapids, Mich., was the pioneer in this development," Eaton revealed. "It produced many thousands of automatic phonographs and met the public's need and demand for a selective instrument."

In 1938 AMI announced manufacture of a remote control device and in 1939 introduced a coin-operated wire music system. Last new feature was the record changer on the current models, allowing both sides of a record to be played.

AMI owns two subsidiaries: Arthur H. DuGrenier, Inc., vending machine manufacturer of Haverhill, Mass., and Bell Lock Co. of Michigan City, Indiana.

Officers of AMI Incorporated are: John W. Haddock, President; Henry R. Boston, Vice-President & Secretary; J. N. Rolston, Vice-President & General Manager; H. H. Vanderzee, Vice-President & Chief Engineer; DeWitt Eaton, Vice-President & General Sales Manager; H. E. Atchison, Vice-President & Plant Manager; T. C. Fredrich, Treasurer; M. B. Cavanagh, Assistant Treasurer & Assistant Secretary.

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Profits Go Up, Losses Go Down With Fool-Proof Record System

By Louis Karnofsky

The tax man will get you if you don't watch out!

That's no joke, son.

When the Internal Revenue Department's investigator drops around, then it's too late to bemoan lack of records or faulty, incomplete ones. And it's too late to recover excessive taxes paid because accounts weren't maintained accurately.

Let's start out by facing the facts squarely: coin operators are the worst neglectors of accurate records. They keep too many figures in their nogginns—and no one's head is big enough to hold them all. Some chaps have been fortunate in building up nice routes with a minimum of effort. And their attitude runs pretty much in the same vein: easy come, easy go.

One of the worst offenders is the pin gamer. He goes into a jobbing house and buys a game, pays cash for it. Receipt? Why be bothered with such a trifle?

He makes the rounds on his route, divides with the location, pockets his share. A written statement tabulating the take? What do you think he is—a walking auditor?

In maintaining operations, he spends money for entertainment, goodwill and promotion. These are all deductible from his tax returns, but he keeps no tab on the amounts.

Long distance calls? Sure, they're necessary. But has he ever listed them to find their total? There is a surprise in store to a very substantial amount—all deductible.

A man with widespread coin interests who must travel extensively is shelling out a veritable tax-deductible gold mine in meals, rent, tips, laundry, fares, gasoline, and telegrams.

What kind of records is the operator keeping for depreciation of equipment, office furniture and fixtures; automobile equipment and supplies, insurance, office rent, tools, storage and advertising, stationery, personal property taxes, licenses, permits? All these are deductible from income tax payments—but they have to be down in black and white. They must be accurate.

As for expense accounts of his employees, does he know how much is being spent monthly and for what purpose? What is to prevent a route man from padding his expenses, pilfering, diverting funds for personal use?

We know a coin-gamer who owned big holdings in Hawaii. He was a business man who believed in records, and maintained them scrupulously. The two Island employees knew he kept records, yet one of them stole thousands weekly. How much more flagrantly would the absconder have violated the codes of honesty if he knew no records were kept?

The purpose of this article is not to provide a morale talk or a booster shot. Primarily, we want to point out the need for accurate bookkeeping and at the same time elaborate on a method by which phonograph operators can cut down on losses, running into thousands, by following a simple system which has been proved successful.

Have you ever put on dark-colored glasses and faded into the background to see what goes when your route man and service man make their tour of duty? Deep in your subconscious mind you have probably harbored dark and sinister suspicions. An on-the-spot check, in many cases, would confirm many of them.

Let's take a squint behind the scenes.

The route man is on his record-changing routine. Walking into a location, he is hailed by a customer at the bar. "Lisshen," says the customer, weaving to and fro, "I wanna buy that Number 12 record in the machine. Give you a dollar for it."

The route man says, "Sure," and hands it over, replacing it with a fifteen-cent purchase from a second hand store.

Another time the route man sold his top tune and reported it as having broken.

Multiply these occurrences a dozen times a month and you are not only losing popular, nickel-catching tunes that are not easily replaceable and thus cutting the gross on your phonograph, but you are allowing your employee an additional tax-free income of some ten dollars monthly.

Then, too, servicemen have sold tubes valued from 95c to \$2.50 and charged them to breakage.

There are employees who always claim a greater number of free plays are necessary to make adjustment after a repair job than are actually needed, thus pocketing the difference. Say a serviceman fixes four plays on each repair job and he performs twenty such jobs a week. At the end of a year, the operator loses more than \$200.

Don't get us wrong. We are not contending that every employee is a thief trying to rob his boss blind, but merely pointing out that opportunities for side-pocket rake-ins do exist—and too many

times these opportunities are not passed up.

Just as any business man employs an auditor to check his books, so should there be some kind of effective checking system by the phonograph operator.

Max E. Thiede, salesmanager of Navarro Distributing Co., a veteran of 20 coin years, has made an intensive study of the subject. The result is a record system that is simple, practical, and efficient.

"Do not distrust your employees, but don't help them be thieves," is Thiede's candid suggestion.

The firm had 50,000 gummed decals printed, measuring $\frac{3}{8}$ " x $\frac{3}{4}$ ", with the single word "Navarro" on the face. These decals were affixed to every record and tube. They are kept in the firm's safe with only Thiede and Owner Frank Navarro having access to them.

Regardless of whether a tube or record is broken, the piece or pieces bearing the decal must be turned in. The employee cannot sell a record from the machine and replace it with a used one purchased elsewhere because the used one will not have the decal on it.

On every service call the employee must fill out a card, indicating the meter reading when he started work and the meter reading after the free-play adjustment was made. The card is signed by the proprietor who jots down the time the man arrived, the time he left, and the nature of the repair job. The free plays used in the adjustment are then credited to the employee's regular card which is kept on file at the office.

In maintaining that an absolute inventory is necessary at all times, Thiede follows up by making spot checks on locations to see that the meter reading on machines are in accord with the meter readings in the firm's records.

Present-day cost of equipment is the highest in its history; the wage scale has jugged sharply upward; cost of parts has risen. Unless the operator has a leak-proof record system, the cream of his profit will dribble down the drain—and the hard earned "take" made possible by his own substantial investment will be dissipated to someone else's profit.

COIN
MACHINE
REVIEW

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FOR
JULY
1946



Now On Display Personal Music

The Music System with the tremendous "TAKE" that operators are clamoring for. See ad on Page 55. Come in today for demonstration and complete information.

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Factory-trained mechanics to take care of all phono and amplifier repair and maintenance problems. Reasonable rates. Any job—large or small.

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Main Gears for Seeburgs and Wurlitzers. Pick-Up Coils for Seeburgs (except High Tones). Casters, Fibre Inserts for Wall-O-Matics. Motors, Amplifiers, Pick Up Heads for exchanges.

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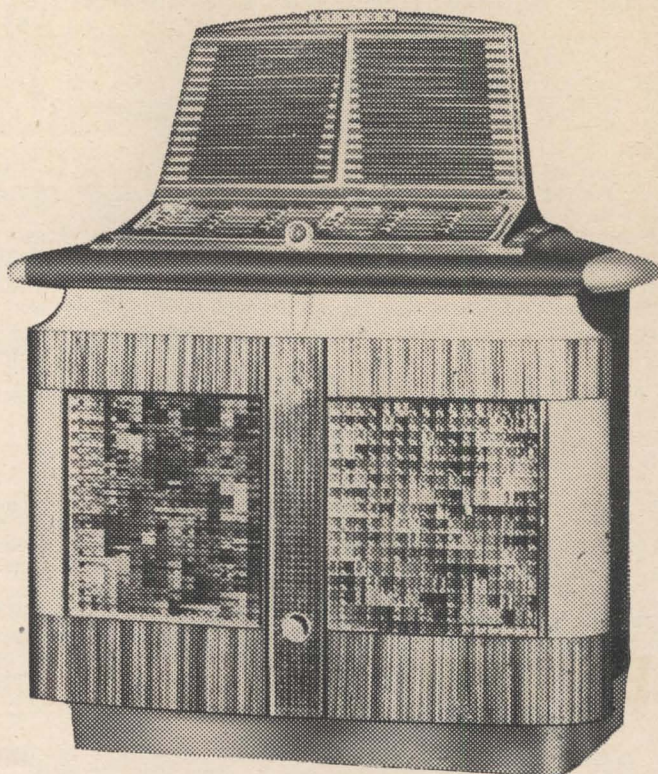
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● Every day in more and more locations throughout the nation, the sensational new and revolutionary AIREON Electronic Phonograph is "winning its spurs" and proving conclusively that the Industry's only REALLY BRAND NEW phonograph is capable of piling up unheard of grosses.

Let us tell you just what this new phonograph is doing . . . and show you WHY it is to your advantage to get your order in NOW for early delivery from shipments arriving each week.

OSBORN DISTRIBUTING CO.

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COIN
MACHINE
REVIEW

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FOR
JULY
1946



● Good salesmen never knock a competitor's product. However, some would-be salesmen spend so much time knocking the other fellow's products, they don't have time to write orders on their own merchandise.

● Having covered many western states this month, it has been a pleasure to see the new coin-operated phonographs appearing

in top spots in every city and town visited. All of the manufacturers of musical instruments who have thus far produced, have done a real job—they are all good phonographs.

● In visiting distributors prior to phonograph production, their worries were how to distribute the few first deliveries and keep all of their operators happy. Deliveries finally arrived and the operators are surely co-operating with the distributors and their fellow operators by taking one or two phonographs around instead of demanding more than their share. A more co-operative spirit exists between operators today than ever before. Yes, sir, they are a great bunch of fellows.

● There was a time in the phonograph business when operators started with one make phonograph they knew and stayed 100% to one make. Then the war came along and to get equipment the operator purchased several different makes, and bought routes with all types of equipment. They have thus learned the mechanics of every phonograph and have discovered to their surprise that each manufacturer makes instruments with advantages and all are good phonographs. While an operator may still have his favorite, he does not fear the operation of any make due to his broad education in all makes these past four years.

● Nice thing about phonographs is that there are no "Minors not permitted to play" signs. In a cafe in the San Fernando Valley a five year old became very restless. A high chair was placed in front of the phonograph with little Johnnie and a lap full of nickels. The music went round and round while Mother and Dad finished their dinner unmolested.

"Enterprise" Records Enter Field

HOLLYWOOD—Reorganized and incorporated for \$50,000, Berger Enterprises, former record pressing plant, have graduated to the Big Leagues of Discland by entering the recording field under the "Enterprise" label.

Major stockholders are Frank Berger and Howard Kraus. The latter is a former Chicago talent agent.

First artist contracts signed brought boy soprano John Gary, composer Paul Page, Jimmy James' Orchestra, and Gus Van into the fold.

Thus far 32 sides have been pressed under the "Enterprise" label. The firm expects to reach a disc output of 35,000 daily.

* * *

Have you heard about the businessman (of course he isn't an operator!) who is so crooked that the wool he pulls over your eyes is half cotton?

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Dependable, Guaranteed Needle
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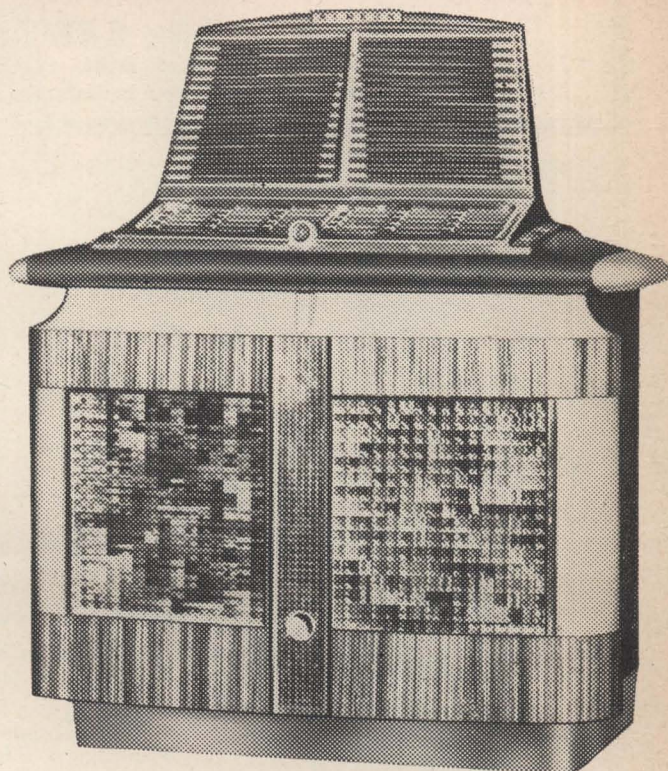
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1946 PACE SLOT MACHINES

Come In and See These Sensational New Slots.

Available in 5c, 10c, 25c, 50c, \$1.00 play.

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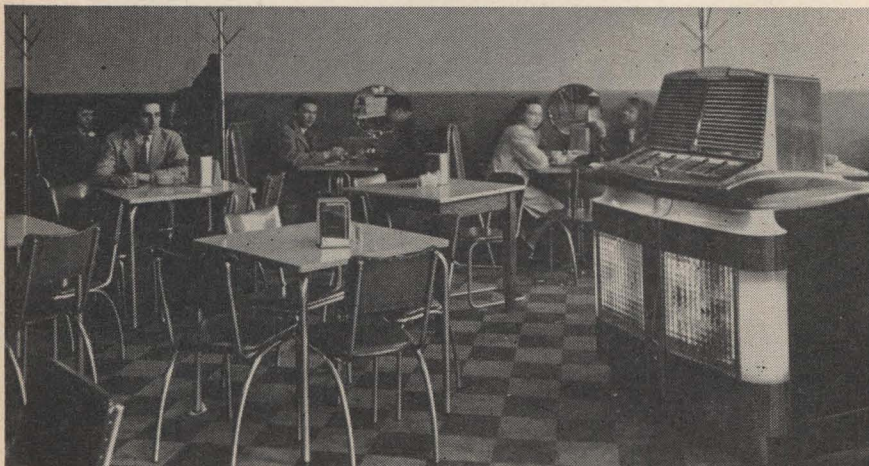
HUGH J. KEENAN

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OPERATORS SERVICE

San Francisco, Calif.

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Roy's Cafe at Big Bear, Calif., is sporting a brand new Aireon installed there by Ray Reynolds. Jack Gutshall delivered the instrument to Reynolds as the first of a large order placed by Reynolds.

Wired Music Clicks in St. Louis Bakery

by Robert A. Latimer

An experiment well worth watching is the recent employment by William H. Ellerbrock Bakeries, St. Louis, of "wired music" which plays almost continuously for the benefit of employees and customers.

Using the loud speakers and musical programs only since early this year, Ellerbrock now swears by the idea—both as a means of keeping up employee morale, and because customers like it. A veteran of twenty years in the baking industry, he feels that bakeries are already a "pleasant place to work," but that wired music adds something more.

The Ellerbrock music is relayed through the main plant at 1444 N. 13th Street by seven loud speakers—five installed in the production area, one in the office, and one in the retail store. The company operates three other retail stores in suburbs of St. Louis, but has not equipped these with music facilities as yet. Use of so many speakers has many advantages, according to the baker—among them the fact that no employee can be very far from the source of the music and elimination of a single blaring loud speaker, which would shatter the nerves of those working underneath it.

Music provided plays almost continuously from 8:00 in the morning until after midnight—ranging through classics, popular music, novelties, with no commercials and

no vocals of any type. Vocals are "out," according to Ellerbrock, simply because employees would subconsciously attempt to catch the words, and possibly slow up in their work. Therefore, music throughout the day is chosen for soothing qualities, popular appeal, etc. During the night hours, a more lively tempo is set—which, of course, is more to the liking of the night crew.

From noon until 1:05, there is a continuous period of music, with only momentary delays between records. This is well-timed for the busy sales period always found during noon, according to Ellerbrock, and the "snappier" tunes appear at this time.

During the rest of the day, there are frequent "ten-minute breaks" which serve more or less to break up monotony.

The bakery subscribes to the Wired Music Service on a monthly-rate basis, signing a six-months contract. Service is offered in St. Louis by Wired Music, Inc., operated by Bob Richardson. At first hesitant about making the installation, Ellerbrock now believes he could not get along without it.

The reaction? "It has been excellent all the way," Ellerbrock said. "Each baker has made some comment of his own volition which testifies to the soundness of the idea. One, for example, told me that it kept him in good humor during the more arduous periods of the day. Another told me he enjoyed the high-fidelity reproduction of the records because it actually made it easier to perform intricate work while listening. And the night crew, of course, composed of five bakers, find that plenty of gay, popular tunes help to pass away the hours more rapidly and to dissipate the resentment against night duty."

Exemplary is the comment of one lady employed. "The music was shut off half a day recently," she stated, "and unconsciously the attitude of our entire personnel changed. Everybody missed the music, grumbled about the lack of service, and made it plain that it should be restored at once."

Customer reaction has been equally gratifying, according to the St. Louis baker. For the first few weeks, most of them inquired as to where the strains of music were coming from, asking whether there was a party going on, etc. "It doesn't slow up our retail business in the least," Ellerbrock said. "Of course, now and then a customer lingers around to hear out her favorite song which may be playing, but in the main, it merely provides a more congenial atmosphere. We can't say that sales are better because of the adoption of the musical service—but we can definitely say that our personnel appreciates it, works better and that the idea is well-worth its expense."

Correction

A photo caption in the April issue designated a gentleman signing an order for a shipment of phonographs as Louis Velasco of Nogales, Ariz. This was in error for the individual pictured was Joseph Velasco and not Louis. Louis is a large distributor of phonographs in Mexico and has been in business for a number of years. Joseph is in no way connected with Louis's distributing activity.

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HIGHEST QUALITY

Less than case lots — per thousand	65c
1 to 4 Cases (30,000 per case) per thousand	60c
5 or More Cases (30,000 per case) per thousand	55c

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SAN FRANCISCO 23, CALIF.

PLAYS BOTH SIDES!



COIN
MACHINE
REVIEW

53

FOR
JULY
1946

20 RECORDS GIVE 40 SELECTIONS ON THE NEW AMI PHONOGRAPH

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427 S. W. 13th Avenue, Portland, Oregon • 2313 Third Avenue, Seattle, Washington



RECORDS

COAST

- 4★ 225 The Plainsmen
VARSOVIANA (Inst.)
GUITAR POLKA (Inst.)

A pair of intoxicating polkas now winning tremendous favor the country over. The western band of the Plainsmen, with the Electric Guitar, is right at home and polishes off this pair with finesse. Second is an original by Al Dexter. Get it. This disc can be used in any type location.

- 4★ 226 Ozie Waters

MISSOURI (V HB)
THROW A SADDLE ON A STAR
(V HB)

A coupling of two dandies for the western fans. Ozie is truly the Bing Crosby of the hillbilly warblers and the accompaniment of the Plainsmen is ace. Vocal quartet chimes in on the vocals of the first. Very good.

- 4★ 227 The Plainsmen
NEW SAN ANTONIO ROSE (V HB)
ALONG THE RIO GRANDE (V HB)

Remember the grosses on the first "San Antonio Rose?" Here's a follow-up by Bob Wills and equally as interesting as the first. The Plainsmen do a bang-up job of milking it for all its entertainment worth. Plattermate packs a wealth of merit, too. Tune gallops along at a fast clip and vocals are well handled. Can't miss on this one!

COLUMBIA

- 4★ 36992 The Modernaires
SALUTE TO GLENN MILLER (V)
JUKE BOX SATURDAY NIGHT (V)

This disc is destined to get a mess of plays on the automatics. First side includes Moonlight Serenade, Elmer's Tune, Don't Sit Under the Apple Tree and Chattanooga Choo Choo. All of these tunes were big record hits with Miller in pre-war

years. Accompanied by appropriate arrangements and the band of Mitchell Ayres, this becomes a top flight disc for operators.

- 3★ 36985 Woody Herman
SURRENDER (FT VC)
THE GOOD EARTH (FT)

Woody's new quartet is featured on this new ditty by the writer of "Oh What It Seemed To Be." Colorful vocal arrangement. Contrasting the smooth ballad is the jazz tapestry on the flipover. Good fare.

- 4★ 36986 Gene Krupa
LOVER (FT)
BOOGIE BLUES (FT VC)

The versatile band of Krupa gets off to a sizzling start on this oldie and jazzes it up terrifically. Tune builds in heat until the torrid drum breaks fairly burn the turntable. Second side relaxes into a good boogie beat with Anita O'Day vocalizing. Very good for any type location.

- 3★ 36991 Kate Smith
PRETENDING (V)
AND THEN I LOOKED AT YOU (V)

A pair of easy-to-listen-to numbers taken at a slow pace. The Old Girl does an effortless job of getting the words on wax. Band interludes are refreshing. Where Kate gets an ear this'll please.

- 3★ 36983 Bob Atcher
I WANT TO BE WANTED (V HB)
I MUST HAVE BEEN WRONG (V HB)

The old hillbilly dish of love won, lost or hoped for. Atcher joins the Columbia label with this entry. Average old time numbers.

- 3★ 36979 Kay Kyser
LOVE ON A GREYHOUND BUS
(FT VC)
ALL THE TIME (FT VC)

A musical trip across the country with the Kyser bunch adding interest. A pleasing novelty to listen or dance to. Michael Douglas is in fine form on the vocals on the ballad on the underside. An excellent operator's record.

- 4★ 36980 Tommy Tucker
ASHBY DE LA ZOOCH (FT VC)
PIN MARIN (FT VC)

A duo of nifties to mess up the English language a little more. First is the name of an English town made famous by GI's writing home from its Castle Abbey. Plattermate is the Mexican version of our Eenie Meenie counting song. The Tucker outfit, with the Three Two Timers highlighted, do a dandy job of making these money-makers for operators.

- 3★ 36981 Happy Perryman
THERE'S A PALACE DOWN IN
DALLAS (HB V)
DON'T FEEL SORRY FOR ME (HB V)

Perryman is right at home with this old favorite in the hillbilly category. The edge never seems to wear off "Palace" and a new artist tagged onto the number results in renewed play. Good for hillbilly spots.

- 4★ 36978 Frankie Carle
ONE MORE TOMORROW (FT VC)
I'M GONNA MAKE BELIEVE (FT VC)

Frankie's band is at its best on ballads and rhythmic tunes and this is an ideal pairing for his capabilities. Frankie's daughter, Marjorie Hughes, is good on the vocal work and the arrangements are marvelous. Very good.

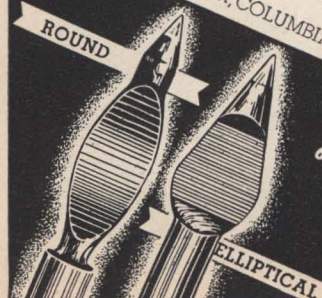
- 4★ 36977 Les Brown
IT COULDN'T BE TRUE (FT VC)
I GOT THE SUN IN THE MORNING
(FT VC)

A pair of top drawer numbers that will garner the coin. First tune is a current favorite and this recording, done in slow ballad style with the emphasis on the sweet side, is the best we've heard. Second is from "Annie Get Your Gun" and good, too! Recommended.

- 4★ 36984 Gene Autry
WAVE TO ME, MY LADY (V HB)
OVER AND OVER AGAIN (V HB)
Two catchy western tunes. First is the popular
(See RECORDS, Page 56)

SPEAKING FOR A HALF
BILLION RECORDS THAT HAVE
BEEN IN CONTACT WITH PERMO
POINTS SINCE 1929... I CAN SAY
THAT PERMO POINTS BRING
OUT THE BEST
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1 to 10.....35c
11 to 99.....32c
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COIN
MACHINE
REVIEW

55

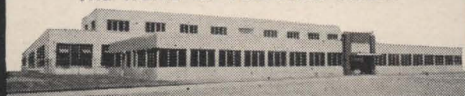
FOR
JULY
1946

These small, they are only 6¼" high, individual MEASURED MUSIC units provide music for those who want music and for no one else. That's Personal Music. Each attractive, plated metal unit is a separate money-maker. The high quality reception is heard only in the immediate area of the paying customer. When one or a dozen Personal Music boxes is playing, each delivers the same tune at the same time. Your profit is greatly multiplied, depending on the number of MEASURED MUSIC units you install in a lo-

cation—one in each booth and several on a counter. A MEASURED MUSIC system is low in cost and easily installed; maintenance and servicing are less, particularly with the telephone wire-studio-system by which one automatic phonograph can service an entire city. New hide-away systems are also available. Get going with MEASURED MUSIC now. Your profits will prove to you as it has to music merchants everywhere that this is a real investment for big takes.

Write for booklet and information today • Deliveries are being made now

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PERSONAL MUSIC CORPORATION

P. O. Box 720, Highway No. 1, Newark, New Jersey • Telephone Bigelow 8-2200

*Reg. TRADE MARK

RECORDS

(Continued from Page 54)

railroad ditty that Gene does in tiptop fashion. Second is the conventional type of thing that clicks with western fans. Usual string band, featuring violins and electric guitar, accompany. Good.

- 5★ 36987 Frank Sinatra
SOMETHING OLD, SOMETHING
NEW (V)
FROM THIS DAY FORWARD (V)

This is the "suitcase song" which is rapidly gaining attention and will eventually reach the top on the Hit Parade. Coupled with another ballad this is a tremendous record for music operators. Get it!

- 3★ 6988 Benny Goodman
ON THE ALAMO (FT VC)
RATTLE AND ROLL (FT)

Folks may go for the "A" side but it is our belief it will not register any worthwhile grosses. Taken at a slow tempo and with an unfortunate vocal by Art Lund the tune is stripped of most of its natural charm. Second side is the best of the two efforts. It's an instrumental with a lively jump.

EXCELSIOR

- 3★ 172 Joe Alexander
I WOKE UP WITH A TEAR DROP IN
MY EYE (V FT)
DONKEY SERENADE (V FT)

Alexander, backed by the "Red" Callender Quintet turns in a pair of numbers that should please and get repeat plays. First side is an original, while the second is by Friml. Alexander does well on the ballad and the recording should more than pay its way.

EXCLUSIVE

- 4★ Herb Jeffries
I LEFT MY HEART IN MISSISSIPPI
(V FT)
I'M JUST A LUCKY SO-AND-SO
(V FT)

The Sepia Bing is right at home on this number and Jeffries packs it with real showmanship in putting across the lyrics. Buddy Baker combo back up admirably. Flipover is an Ellington number and Jeffries gives it his best. Very good disc for operators.

JUPITER

- 3★ 100-1A Harmony Trio
MELODY (V)
RAINBOW FALLS

These are warm numbers sung in an intimate style and with a certain amount of appeal but not designed for the average automatic phono use. In quiet spots either side will be a welcomed treat. Hear it first and pick your use accordingly.

- 3★ 100-2A Red Mack Orch.
MY REVENGE
DON'T YOU KNOW IT, TOO

Record Data

We grew a trifle dizzy trying to keep track of all the record companies, their comings and goings. So the other day we wrote to an authority in the record industry. Here's what we learned.

1. Number of firms making discs 156 (approx.)
2. Number of firms making needles for automatic phonographs 10 (approx.)
3. Total record production for 1945 156,000,000
4. Estimated record production for 1946 245,000,000
5. Percentage of records used by operators 25% (approx.)

There is one figure we wish we could add to this. We'd like to know how many retail records are purchased as the result of publicity received via the automatic phonographs. Any suggestions as to how we can figure that one out?

This is a pot-pourri of boogie woogie, hot jazz and assorted coon-shouting and the result is questionable. In colored spots—yes; in average spots—no. Second side has the Harmony Trio back with a femme doing a blues ballad which has some merit. A program filler, only.

MAJESTIC

- 3★ 1045 Jimmie Lunceford
CEMENT MIXER (FT VC)
JUST ONCE TOO OFTEN (FT VC)

This Lunceford recording packs more sense than some of the previous efforts and what value this Slim Gaillard number really possesses is capably handled by Lunceford and his boys. The Male Quartet gives out on the vocals and the band does the hot licks. Second side is an also ran.

- 4★ 1046 Morton Downey
BLUE SKIES (V FT)
ALL BY MYSELF (V FT)

- 4★ 1047 Morton Downey
MORE THAN YOU KNOW (V FT)
MY ROMANCE (V FT)

A quartet of old favorites by a prime night club favorite but a weakling on automatics. For some reason Downey's voice has never copied the coin for operators. In intimate spots where casual vocals are interspersed with light music for dining, try one of these. Titles are all favorites.

- 4★ 7192 Eddy Howard
SHE'S FUNNY THAT WAY (FT VC)
THE RICKETY RICKSHAW (FT VC)

Another pair of old timers superbly recorded and certain to take care of themselves on the turntables. Vocals are especially good, production

is tops. People today like to think back to the old days and this one will put them right in the groove. Get it.

- 4★ 7191 Louis Prima
WHATTYA GONNA DO? (FT VC)
THE COFFEE SONG (FT VC)

First is a slow ballad and of little interest to the automatics. Second side features the Maestro vocalizing on this novelty and herein lies the value the disc possesses. Lyrics are catchy and Prima gives them good delivery. Try it.

- 3★ 7190 Ray McKinley
I'M A BIG GIRL NOW (FT VC)
Parts I & II

The Soda Fountain Seven and the torrid lyrics make this a good record but questionable for use in a lot of spots. Some of the inferences are a little hot for most spots and might cause offense. Hear it first, and use accordingly.

- 4★ 7188 Eddy Howard
CYNTHIA'S IN LOVE (FT VC)
TO EACH HIS OWN (FT VC)

Truly beautiful ballads with vocal work by Eddy Howard. Arrangements are excellent and the vocal blending on the second side provides an extra entertainment dividend. A fine disc for music operators.

- 3★ 7187 JACK SMITH
MY FICKLE EYE (V FT)
I'VE NEVER FORGOTTEN (V FT)

The Five DeMarcos are added as excess baggage on the recording of the first novelty tune. Cute number but the bouncing voice of Smith could do the job solo in much better fashion. On the love ditty on "B" he is at ease and good, too. Earl Sheldon band backs up. Program filler.

MUSICRAFT

- 3★ 356 Louanne Hogan
THE RIGHT ROMANCE (V)
TWO HEARTS ARE BETTER THAN
ONE (V)

This is a strange record. The velvet-toned voice of Louanne Hogan rides the grooves and interesting it is to listen to with the 33 pieces of Alfred Newman's band backing up. First side falls flat in our estimation and second side is questionable for automatic use. Might try it. It has us baffled.

- 4★ 362 Miguelito Valdes
RHUMBA RHAPSODY (Rhumba)
BABALU (Rhumba VC)

Two of the artist's most requested numbers serve to mark his debut on this label. First is highlighted by the piano work of Walter Gross. Second is one of Valdes' best numbers with the maestro featured on vocals. Very good.

- 4★ 364 Maurice Rocco
COCKTAILS FOR TWO (FT)
SUGAR (FT VC)

For specialty numbers in your program, just accent your stack with the piano artistry of Maurice Rocco for something entirely new and different and certain of inviting repeat coin. Rocco gives new impetus to these two and as if added flavor were necessary, tosses in a vocal on the "B" side. A double-barrel hit by an outstanding Boogie Woogie pianist.

- 4★ 15064 Orrin Tucker
ALL THE TIME (FT VC)
LOVE ON A GREYHOUND BUS
(FT VC)

A beautiful ballad teamed with a musical diary novelty plugging the Greyhound lines. Second tune is slated for a lot of promotion by MGM, the music publishers, and Greyhound Bus Co. and its appearance on your program menu will probably get plenty of attention. An excellent recording.

NATIONAL

- 4★ 5012 Dick Thomas
RAGTIME COWBOY FROM SANTA
FE (V HB)
SLEEPY HEAD (V HB)

Dick (Sioux City Sue) Thomas is back with another pair that will warrant consideration. First is taken at a nice bounce and second is a cowboy lullaby and Thomas drops in a couple of measures of yodeling to put the frosting on the cake. Very good numbers.

- 3★ 9019 Billy Eckstine
YOU CALL IT MADNESS BUT I CALL
IT LOVE (FT VC)
TELL ME PRETTY BABY (FT VC)

A ballad and a blues number with Eckstine on the vocals and his band in the background. Definitely typed and best returns will come in race spots.

PEERLESS

- 4★ 2193 Toña la Negra
VUELVE A SER MIA (Bolero)
AMOR Y OLVIDO (Canción bolero)

Toña's name will attract and in these songs she registers well though we've heard her in songs we

(See RECORDS, Page 58)

COIN
MACHINE
REVIEW

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FOR
JULY
1946

New Sensational Release!

THE RECORD THAT IS BREAKING ALL RECORDS!

OPERATORS THROUGHOUT THE COUNTRY HAVE FOUND THIS RECORD
THE BEST "NICKEL-GETTER" OF THEM ALL!!!



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ERSKINE HAWKINS

and his Orchestra

Sneakin' Out

AND

**That Wonderful
Worrisome Feeling**

Vocals by Ruth Christian

RCA VICTOR 20-1883



THE FOUR KING SISTERS

with Buddy Cole and
his Orchestra

Chiquita Banana

AND

Pin Marin

RCA VICTOR 20-1884



BETTY RHODES

with Russ Case and
his Orchestra

I'd Be Lost

Without You

AND

**What Has She Got
That I Haven't Got**

RCA VICTOR 20-1886

ROY ROGERS

(King of the Cowboys)

with Morton Scott
and his Orchestra

A Little White Cross

on the Hill

AND

I Can't Go on This Way

RCA VICTOR 20-1872



COIN
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FOR
JULY
1946

INTERNATIONAL

TED JOHNSON

and his Midnight Sons

UT PAA MAAKE-SHARE—Vals
(Sea Gulls Waltz) Vocal by Alfred Sahlin

and **DRAGSPELS—Hambo**

(Accordion — Hambo)

RCA VICTOR 26-0054

HENRI RENÉ

and his Musette Orchestra

CONCERTO FOR SQUEEZEBOX

and

EMILIA POLKA

RCA VICTOR 25-1061

TITO GUIZAR

ADIÓS, MARQUITA LINDA

(Goodbye, My Beautiful Marquita) with Orchestra
and **QUÉ BONITO ES CONTENTARSE**

(How Nice It Is To Be Friends Again)

(from the motion picture "Como Mexico No Hay Dos")

with Guitar

RCA VICTOR 23-0309

OLD FAMILIAR

HARMIE SMITH

and the Southern Swingers

IT'S NOBODY'S FAULT BUT MY OWN
and **KNOCKING AT YOUR DOOR**

Vocal with String Band

RCA VICTOR 20-1869

RACE

BIG MACEO

Blues Singer with Piano

Tampa Red, Guitar; Charles "Chick" R. Saunders, Drums

BIG ROAD BLUES

and **WON'T BE A FOOL NO MORE**

RCA VICTOR 20-1870

RCA VICTOR RECORDS



RECORDS

(Continued from Page 56)

liked better. You'll find this more than just a stack-filler—largely because of Toña.

- 3★ 2280 Alfonso Ortiz Tirado
TE QUIERO (Jota)
LA VIRGEN DE LA MACARENA
(Cantar español)

Semi-operatic delivery will please some of the customers, but not all. First side has a catchy orchestral accompaniment which furnishes a nice contrast to the slower timing in the lyric.

- 4★ 2283 Mario Alberto Rodríguez
TU AMOR NO ME IMPORTA (Bolero)
SINCERIDAD (Bolero)

These two love songs done in bolero style will please. Rodríguez' voice registers well. First side will probably catch more plays.

- 5★ 2285 Don Rogelio
MI RINCONCITO (Corrido)
RANCHERA MORENA (Canción ranchera)

A corrido is always good for a lot of plays. Despite a bit of poor recording on some of the high notes, this will be popular—tune and lyrics are both good. Ranchera side is good too. On both Don Rogelio is accompanied by a mariachi—nothing more typically Mexican than a mariachi!

STANCHEL

- 3★ 101 Johnny Tyler
OAKIE BOOGIE (HB V)
YES I DO (V HB)

Tyler and the Riders of the Rio Grande bounce along at a rapid clip on this pair of hillbilly numbers which are, according to their purveyors, recorded expressly for automatic use. The usual hillbilly combo backs up. Average western fare.

- 3★ 102 Johnny Tyler
TROUBLES ON YOUR MIND (V HB)
DORA DARLIN' (V HB)

Tyler once more on the vocals. Recordings follow the conventional style and will get their best reception in spots where hillbilly and western music gets a ready ear. Tyler measures up to the average in the field but there is nothing outstanding in his vocals or band to set him apart at the present.

STANDARD

- 4★ F-105 Standard Novelty Orch.
BARNYARD POLKA (Polka)
HIT IT POLKA (Polka)

A delicate pair of polkas that warm a customer up for repeat plays. Sans vocals and delightfully recorded, this pair will fit into any program stack in any location and fill the bill. Try it.

- 4★ F-110 Espé Musette Orch.
BEER BARREL POLKA
STRICTLY CONTINENTAL



It's always fair weather, when good fellows get together. And here are Jack Gutschall, Jess Gasas and Bill Wolf "happy about the whole thing" at a recent Los Angeles gathering.

- 3★ F-111 Espé Musette Orch.

HEPCATS POLKA
MAJOR AND MINOR

- 3★ F-112 Espé Musette Orch.

MAMA
BROOKLYN POLKA

Six polka finds for automatic music machines. On 110 the old favorite is revived with new vigor and enthusiasm and worthy of spotting again on your program. No vocals, naturally, but excellent entertainment and dance music in polka style featuring the Musette. 111 combines an interesting pair of numbers, second of which is by Henri René. While not as well known as the first disc, this pairing packs plenty of merit. 112 presents a bright duo of numbers with proven appeal. Try these polkas. You may be missing some good grosses.

VICTOR

- 4★ 20-1877 Perry Como
SURRENDER (V)
MORE THAN YOU KNOW (V)

A pair of nostalgic torch ballads particularly suited to the Como style. First is a dramatic love song while the second is the familiar Vincent Youmans ballad. Both received a highly sympathetic rendition and will warrant plenty of repeat plays on the automatics. Very good.

- 4★ 20-1891 Louis Armstrong
NO VARIETY BLUES (FT VC)
WHATTA YA GONNA DO (FT VC)

Armstrong is back on Victor and his singing with Thelma Middleton is aces. The matchless horn solos are back in typical Satchmo style. A colorful pairing. Second effort is a singy ballad with some hot trumpet and another inimitable vocal. Recommended for near the top on the stack.

- 4★ 20-1892 Vaughn Monroe
WHO TOLD YOU THAT LIE? (FT VC)
IT'S MY LAZY DAY (FT VC)

The Moon Maids, pert new gal quartet from Texas, debut with Vaughn on the first side and a nice debut it is, too. Their voices blend with distinctive harmonizing that provides a dulcet background to Vaughn's baritone. Underside is from Republic's "Bordertown Trails" and has an ingratiating sagebrush quality. Easy spinning on this one.

- 3★ 20-1886 Betty Rhodes
I'D BE LOST WITHOUT YOU (V)
WHAT HAS SHE GOT THAT I
HAVEN'T GOT? (V)

Another newcomer to wax is this star of screen, radio and television. La Rhodes has an appealing vocal style and with the music of Russ Case to back up the numbers are okeh for dancing or just plain listening. Acceptable for program filler.

- 3★ 20-1885 Betty Rhodes
THIS IS ALWAYS (V)
SOMEWHERE IN THE NIGHT (V)

Betty Rhodes' marked ability at rhythm numbers is demonstrated on this pair as she puts plenty of zing and heart into the tunes. Once she makes the first rung on the ladder her waxings will prove more profitable to use. For the present—use to fill.

- 3★ 25-1061 Henri Rene
CONCERTO FOR SQUEEZEBOX
EMILLA (Polka)

A unique pair of numbers introducing an unusual novelty which is certain to enjoy wide appeal. The brilliant technique of Henri with his musette is showcased to excellent advantage on the first side. Second is a lively polka with a catchy rhythm. A refreshing disc for your program stack.

- 4★ 20-1884 Four King Sisters
CHIKITA BANANA (V)
PIN MARIN (V)

This novelty is sweeping the country and getting plenty of radio plugs. The singing commercial is now a very amusing Number One song hit. The King Sisters blend their voices and sing it with an irresistible calypso-type rhythm. Flipover has the gals doing the Mexican nursery rhyme accented by their dulcet harmonies. Buddy Cole's ork backs up. Very good.

- 3★ 20-1883 Erskine Hawkins
SNEAKIN' OUT (FT)
THAT WONDERFUL WORRISOME
FEELING (FT VC)

First is a musical interpretation of a latecomer tiptoeing inside his house and trying to softshoe off the premises. Result is, at least, interesting, and will get its main appreciation in colored spots. Flipover's haunting blues features a new Hawkins vocalist, Ruth Christian. Okeh.

- 5★ 20-1878 Freddy Martin
DOIN' WHAT COMES NATUR'LLY
(FT V)

BLUE CHAMPAGNE (FT)

Here is a disc that will make plenty of money for operators. "A" side is the best recording to date of the hit novelty from "Annie Get Your Gun" by Irving Berlin. The Martin Men give it a terrific and highly original working-over. Plenty of coin just waiting for you on this side. And, if the first side doesn't wear 'way through, the "B" side carries a nifty designed for dancing and easy listening. Get it!

- 4★ 20-1901 Tommy Dorsey
REMEMBER ME (FT VC)
I DON'T KNOW WHY (FT VC)

Current favorites peppered with plenty of Tee Dee showmanship. Stuart Foster is great on the vocals on both ballads. A persuasive record that will encourage repeat plays.

- 3★ 20-1902 Erskine Hawkins
DON'T SAY YOU'RE SORRY AGAIN
(FT VC)

I'VE GOT A RIGHT TO CRY (FT VC)
A duo of tunes in a blues mood and recorded at a slow, drag tempo. The Hawkins trumpet is highlighted and the vocals are mean and mellow. Okeh.

- 4★ 20-1903 Four King Sisters
PICKLE IN THE MIDDLE (V)
ISLE OF CAPRI (V)

This novelty ditty, first thrust upon the public via a Jack Benny show, has an infectious swing when sung by the Kings and is given a rousing orchestral accompaniment by Buddy Cole. Flipover is an oldie repolished to new lustre. Count on the "A" side for the major returns.

ALBUMS

Victor Album P-155
SQUARE DANCES by Carson Robison—Spanish Cavaliero, Irish Washwoman, Solomon Levi, Comin' Round the Mountain, Jingle Bells, Paddy Dear, Golden Slippers and Turkey in the Straw.

Robison and his Pleasant Valley Boys in 8 "Swing Your Partners" numbers with Lawrence V. Loy, famous folk dance authority, calling the tunes. Plenty of spirited dancing fun packed in these eight sides. Definitely usable only in hillbilly spots and preferably spots with dance floors for the numbers create an urge to get out and strut.

Victor Album K-1
THE RED MILL featuring Al Goodman and his Orchestra and vocalists. The Isle Of Our Dreams, Wedding Bells, In Old New York, Because You're You, When You're Pretty and the World Is Fair, I Want You to Marry Me, Moonbeams, Every Day Is Ladies' Day With Me.

A collection of tunes from the Victor Herbert immortal musical which is enjoying a revival at present. All the ageless and familiar melodies from the musical are included with top stage, radio and recording artists blending their voices in the vocal work. Album is brimful of beautiful, nostalgic music. In using any and all of these numbers it would be wise to incorporate the line "From Victor Herbert's Red Mill" on your program strip.

Capitol Album BD-24
PIANO COCKTAILS featuring Buddy Cole. Night and Day, Begin the Beguine, Smoke Gets in Your Eyes, Body and Soul, The Song Is You, Temptation, Stardust, I've Got You Under My Skin.

This is an assortment of prime favorites played by this young and spirited master of the keyboard with soft guitar and string bass accompaniment. Each of these numbers is excellent for automatic phonograph use for they are fine for dancing, for cocktail spots, for dreaming or just plain listening.

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FOR
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I'VE GOT LOVE FOR SALE 4002



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COWBOY FROM SANTA FE
SLEEPYHEAD • NAT. 5012

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I MAY BE WONDERFUL

ETTA JONES, VOCALIST

COIN
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DEALERS AND OPERATORS PRICES TAX INCL. 4000, 5000 SERIES 49c 9000 SERIES 65c

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90 Riverside Avenue, Jacksonville, Fla.
INTERSTATE MUSIC SUPPLIERS, 236 West 55th St., N. Y., N. Y.

DAVID ROSEN, 855 N. Broad St., Philadelphia, Pa.
APOLLO RECORDS DISTRIBUTING CO., 100 E. Atwater St., Detroit 26, Mich.
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367 Edgewater Ave. S.E., Atlanta, Ga.
2015 Maryland Ave., Baltimore 18, Md.
418 Gravier St., New Orleans, La.

REVIEW MUSICAL POPULARITY POLL

JUNE, 1946

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

On Phonographs—

1. The Gypsy
Phil Brito—Musicraft
Sammy Kaye—Victor
Ink Spots—Decca
2. They Say It's Wonderful
Perry Como—Victor
Frank Sinatra—Columbia
3. All Through the Day

- Perry Como—Victor
Three Suns—Majestic
4. Laughing on the Outside
Dinah Shore—Columbia
Sammy Kaye—Victor
5. Sioux City Sue
Dick Thomas—National
Jimmy Walker—Coast
6. Prisoner of Love
Perry Como—Victor

On Radio—

- Ink Spots—Decca
7. I'm A Big Girl Now
Sammy Kaye—Victor
Dick Stabile—Coronet
8. Doing What Comes Natur'ly
Dinah Shore—Columbia
Freddy Martin—Victor
9. Cement Mixer
Alvino Rey—Capitol
Slim Gaillard—Cadet
10. I Don't Know Enough About You
Mills Brothers—Decca

1. The Gypsy (Ink Spots)
2. They Say It's Wonderful (Frank Sinatra)
3. Laughing On the Outside (Dinah Shore)
4. Prisoner of Love (Perry Como)
5. Doing What Comes Natur'ly (Dinah Shore)

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NICKEL GRABBER

A NEW VOICE — A NEW STAR SINGS

I'LL KEEP ON LOVING YOU

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6. Cement Mixer (Alvino Rey)
7. The House of Blue Lights (Freddie Slack)
8. In the Moon Mist (Pied Pipers)
9. I Got the Sun in the Mornin' (Les Brown)
10. I'm A Big Girl Now (Sammy Kaye)

Best Selling Sheet Music—

1. The Gypsy
2. They Say It's Wonderful
3. All Through the Day
4. Sioux City Sue
5. Prisoner of Love
6. Full Moon and Empty Arms
7. I Don't Know Enough About You
8. Shoo Fly Pie and Apple Pan Dowdy
9. In Love in Vain
10. Oh! What It Seemed to Be

Best Selling Records—

1. The Gypsy (Ink Spots)
2. Hey! Ba-Ba-Re-Bop (Tex Beneke)
3. Prisoner of Love (Perry Como)
4. Laughing On the Outside (Dinah Shore)
5. Cement Mixer (Alvino Rey)
6. I'm A Big Girl Now (Sammy Kaye)
7. Bumble Boogie (Freddie Martin)
8. Sioux City Sue (Dick Thomas)
9. Full Moon and Empty Arms (Carmen Cavallaro)
10. Temptation (Gordon Jenkins)

On Wired Music—

1. The Gypsy
2. Doing What Comes Natur'llly
3. Prisoner of Love
4. All Through the Day
5. They Say It's Wonderful
6. Sioux City Sue
7. Cement Mixer
8. Laughing On the Outside
9. In Love in Vain
10. Come Rain or Come Shine

Western Hit Parade—

Tunes most requested by the listeners to the only Western Hit Parade on radio:

1. No One Will Ever Know (Roy Acuff)
2. You Will Have to Pay (Tex Ritter)
3. Have I Told You Lately That I Love You? (Gene Autry)
4. You Can't Break the Chains of Love (Jimmy Wakely)
5. You're Free Again (Zeke Clements)
6. Wave to Me, My Lady (Gene Autry)
7. No Vacancy (Merle Travis)
8. Careless Darlin' (Ernest Tubbs)
9. Make Room in Your Heart for A Friend (Wylie Walker and Gene Sullivan)
10. Silver Dew On the Bluegrass Tonight (Bob Wills)

Sepia Hit Parade—

Top tunes in colored spots supplied at press time by Otis Rene, of Excelsior:

1. Hey Ba Ba Re Bop (Lionel Hampton) Decca
2. Don't Let the Sun Catch You Crying (Louis Jordan) Decca
3. Cement Mixer (Slim Gaillard) Cadet
4. I Know (Jubilaires-Andy Kirk) Decca
5. Cement Mixer (Al Stomp Russell) Excelsior
6. R. M. Blues (Roy Milton) Juke Box
7. Beware (Louis Jordan) Decca
8. Dog House Blues (Wes Prince) Excelsior
9. Gotta Right to Cry (Joe Liggins) Exclusive
10. I Must Forget About You (Al Stomp Russell) Excelsior

Buckley in Europe

CHICAGO—France, England, Belgium, Switzerland, Holland, Italy, Spain. Europe is a mighty vast territory and Pat Buckley, president of the manufacturing firm of the same name, isn't missing any coin spots of importance during his present tour.

After quick refuel stops at Newfoundland and Ireland, Buckley arrived in Paris in time for the International Fair which, among other attractions, displays Buckley products. He also conferred with the company's French distributor, Michel Fortino of the Novelty Co. of Paris.

Still on the agenda is selection of two sites where the firm plans to build factories. One will specialize in custom die castings and the other in custom plastics.

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SAN FRANCISCO

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FOR
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Attention Operators and Distributors!

Excelsior Records

Present

5 NEW SENSATIONAL RELEASES

AL "STOMP" RUSSELL TRIO

Excelsior 175

THREE LITTLE WORDS

WHAT KIND OF LOVE IS THAT?

The Miracle Voice of **JOE ALEXANDER** singing

Excelsior 177

I WON'T HAVE TO DREAM OF
YOU

WITHOUT A SONG
(A Record That Can't Miss)

Brown Bomber of Songs
GLADYS BENTLEY
And Quintet

Excelsior 169

NOTORIETY PAPA
IT WENT TO THE GAL NEXT
DOOR (A Knockout Blues)

IF YOUR TERRITORY IS STILL OPEN, WIRE — PHONE or WRITE

Excelsior 176

CYNTHIA (A Mellow Torch
Ballad)

MELLOW JELLY BLUES
(Tops for All Spots)

WES PRINCE'S
Rhythm Princes

Excelsior 170

POP FLY BLUES

SIZZLIN' PAPA BLUES
(He Gave You the "Dog
House" Blues)

EXCELSIOR DISTRIBUTING CO.

1065 N. Fairfax Ave.

(RO. 8375)

Hollywood, Calif.

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593 10th Ave.
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Birmingham Vending Co.
2117 3rd Ave. N.
Birmingham, Ala.

American Coin-A-Matic Dists.
1437 5th Ave.
Pittsburgh, Pa.

Canipe Distributing Co.
1049 Union Ave.
Memphis, Tenn.

W. M. Amann
115 S. Olive St.
Shreveport, La.

Apollo Record Dist. Co.
367 Edgewood Ave.
Atlanta, Ga.

National Sales & Service
514 Denny Way
Seattle, Wash.

David Rosen Dist. Co.
855 N. Broad St.
Philadelphia 23, Pa.

K & M Distributing Co.
1913 W. Pico Blvd.
Los Angeles 6, Calif.

M-S Distributing Co.
1429 N. Clark St.
Chicago, Ill.

General Music Dist. Co.
615 N. Broadway
Oklahoma City, Okla.

Thompson, Inc.
4324 W. Warren Ave.
Detroit, Mich.

South Coast Amuse. Co.
314 E. 11th St.
Houston, Tex.

Apollo Record Dist. Co.
418 Gravier St.
New Orleans, La.

COIN
MACHINE
REVIEW

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FOR
JULY
1946

Nickabob Gets Aireons

LOS ANGELES—The staff of the Los Angeles and Fresno offices of Nickabob will long remember June, 1946, for during the month the first Aireon electronic phonographs arrived and were apportioned out to the long list of operator-customers who have waited so patiently.

Nick Carter took an active hand in spotting the first models to see that every advantage was given the new instrument. In that connection Carter made trips from Fresno south to San Diego to accompany deliveries to customers and help set up the first machines. "Every one went out without a hitch," declared Nick. "We were very pleased with the instant response in locations where installations were made. In fact, so curious and eager were patrons to play the instrument that they were in our way when we moved the phonographs into the spots and placed them where the location owner desired."

In Los Angeles the Nickabob Co. has developed a tremendous parts and supplies department and practically every need of the amusement and game operator can be supplied immediately.

Carter expects to fly East the end of the month to confer with other manufacturers he will represent on an exclusive basis in the West. Several new lines are in the offing which will round out Nickabob's service to Western coinmen.

Needle Re-Sharpening Is A Unique Process

FORT DODGE, Ia.—This midwestern Iowa town has the distinction of being the gypsum rock center of the United States, the home of the famous Cardiff Giant and many other claims to fame,

among them being a business that is said to be the only successful one of its kind in existence—that of re-sharpening used automatic phonograph needles.

This company is known as the Re-Sharp Needle Service and has been in operation since October, 1941.

A great deal of time was spent in developing the process, according to Lester W. Crews, head of the company. The work requires extreme precision and is done on specially designed machines, the only ones known to be in use. Their operation requires painstaking care and inspection by carefully trained personnel.

All needles damaged in use or with poor or defective points cannot be re-sharpened. For this reason, each needle is inspected under powerful magnification to determine which needles may be re-ground and made usable.

The machines used in this work must be attended constantly, and the operators are given several weeks of training before being considered competent to turn out finished work. The grinding process is under such complete control that the original shape of the needle point is maintained to a high degree of accuracy. All of the points are ground at the same precise original angle, making the re-sharpened needle replacement fit the record groove accurately.

Inspection of the finished needle is made by personnel thoroughly experienced as to what constitutes a good point for maximum record wear and tone quality.

Automatic phonograph operators in all parts of the country are regular users of the needle re-sharpening service and report excellent results, with considerable savings.

Beautiful New Building For General Vending

BALTIMORE—This month General Vending Sales Corp. will culminate 21 years of service to the industry by opening their lavish new home at Biddle and Howard Streets. The building is a fireproof, one-story structure of concrete and masonry, and includes additional area for future expansion.

Extending a full block, with a 125-foot frontage, General's lavish edifice has 12,000 square feet of floor space, a display room of 3,000 square feet, repair shops, paint spray room, a private parking lot, operator's lounge, and loading platform for shipping and receiving. The entire building is air-conditioned.

It was in 1925 that George Goldman and Harry Hoffman founded the firm. At the start, distribution was confined to ball gum vendors and scales. Later expansion included every other type of coin equipment.

Irvin Blumenfeld joined the organization in 1937, and shortly thereafter the firm embarked on a full-fledged distributing program.

Prior to the war, General designed and patented a new type of postage stamp machine and granted Daval Products the license to manufacture it.

Almost 1,000 operators crowded General's headquarters for the recent Aireon showing. The firm is exclusive distributor for Maryland, the District of Columbia, Northern Virginia and Southern Pennsylvania.

Acquires Soundies Routes

NEW YORK—One of the largest operators of Panoram machines in the country is said to be Imperial Distributing Co. Firm recently purchased Soundies routes in Manhattan and Long Island.



The CHICAGO SCENE

Reported by

Jack Felner

Red hot news from inside Washington tells me there will be another raise in the price of cigarettes within a few months. This is of especial interest to cigvender operators. The recent ruling by the government allowing railroads an increase in freight rates is the cause. Cigarette manufacturers will be permitted by the OPA to add this new cost to their selling price. Cigvender ops will again have to boost their prices and revise their commission schedules. It will be necessary in many states to make extensive changes on machines to permit 25c delivery. In view of the shortage of this type of material, this presents a real hardship. My advice boys, is that if you are in this category, better start looking around for these changeovers now. The new increase in the wholesale price of cigarets will be 1/2c per pack. There is considerable doubt whether OPA will let ops pass this on to the consumer again as they did recently.

The Chicago Ass'n. of Commerce has gathered data from many companies in this area which has made possible a factual analysis of the damage done to employment, payrolls, and production, by the curtailment from May 2 to May 11 of electric power usage resulting from the coal strike. The study shows that the cost to this community was approximately \$110,000,000 in lost production, and nearly \$22,000,000 in lost wages. This is for just nine days of shutdown. This is money irretrievably lost to the public and the wage earner. The study revealed that more than one-third of the organizations subject to the dimout regulations could not have long continued their operations on the restricted basis, and that if a further cut in the use of electricity had been made, more than half of the plants would have suspended business entirely. Look over these figures and give them careful thought. Give the matter of strikes a little more consideration. Is it fair for a handful of people in this country to jeopardize the welfare, the health, and well-being of many millions?

Now that both Houses of the Illinois Legislature have passed a State Soldier Bonus Bill, it means another 1c added to the 2c stamp already being affixed to cigarettes sold here. Naturally, the entire tobacco industry was opposed to further increasing the taxes on cigarettes; and they

were ably supported by the cigvender operators. The new price of cigarettes in the State will be 20c, while our next door neighbor, Indiana, can still sell them at 15c. Nearly 15% of all cigarettes consumed in Illinois are bought by mail from Indiana... this at the present price here of 18c. My prediction is that more than a fourth of all cigarettes smoked in this state will come from Indiana when the new tax goes into effect: This state may collect less taxes on a three cent stamp than they do now on a two cent one. I for one, sincerely hope so... because it is high time lazy lawmakers dig out some other item or method for raising money than to slap a tax on cigarettes every time they need it. This item for taxation has been milked dry.

The National Automatic Merchandising Ass'n.'s regional conclave held here June 7th at the Congress Hotel brought out the largest gathering of operators since before the war. I met faces absent for four years. One of the sessions was entitled "Information, Please" after the program on the air, and was conducted in a similar manner. Questions were asked by the operators, and a panel of "Experts" answered them. The experts were specialists in each field of automatic merchandising. The questions asked by operators gave definite clues to their problems and thinking, under present operating conditions, and enabled manufacturers present to guide themselves accordingly. For the first time in the history of the coin business, the radio stations and the newspapers carried favorable publicity about the meeting.

National Vendors of St. Louis, held an

important sales meeting of its entire staff at the Chase Hotel on June 4th to 7th. Present were Ed Brown of Dallas, Lou Kantor of Cleveland, Bill Weidman of Detroit and E. C. McNeil of Los Angeles. Vice President Al Diederich outlined sales plans and production policies. This was the first opportunity the staff had to view the new electric cigarette vendor and the new electric candy vendor. Chief Engineer Slim Rickard went into thorough detail and explained the features of the new machines. Sample machines will be in the hands of each of the district representatives some time in July. Be looking for this machine... I understand it is sensational.

The Chicago Tobacco Table will hold its 2nd Annual Golf Day at the Hickory Hills Golf Club on Friday, August 2nd. Every visiting coin man and cigvender op is invited... get in touch with me. It will be a hilarious affair with prizes galore for every one whether you golf or not. The day will wind up with a sumptuous banquet and appropriate entertainment. If you don't golf, there will be cards, horseshoe pitching and softball... also kibitzing.

HY FRUMKIN is in business for himself as representative of two lines of phono records. He is midwest representative of Tempo records, and Max Mann's Sleep records. Hy started out many, many years ago in Schenectady as a cigvender operator. After several years he sold out his operation to travel on the road selling Rowe equipment. Until recently he covered Wisconsin and Minnesota selling records for Jimmy Martin.

FRANK OBERNIER has just taken over the duties in this area of district manager for the Diamond Match Co. Frank made the rounds of all accounts, getting acquainted, and his genial personality instantly won a great deal of good will. He is stepping into all coin biz activities with both feet.

E. F. CHUTE of Mercury Products is another candy, gum, peanut machine operator in this town making rapid strides in building up a real route of volume proportion.

—TURN PAGE

COIN
MACHINE
REVIEW

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1946

ALL TYPES RECONDITIONED MACHINES . . .

SLOTS

5c Jenn. Club DeLuxe.....	\$139.50
5c Jenn. Silver Sky Chief.....	139.50
5c Jenn. Silver Chief.....	139.50
5c Jenn. Club Console.....	179.50
10c Jenn. Club DeLuxe.....	159.50
10c Pace Bantam.....	69.50
10c Pace Comet.....	89.50
Jenn. Cigarolla.....	119.50

COUNTER GAMES

Bally Reliance (Dice PO).....	\$ 59.50
Bally Baby, New.....	19.50
Vest Pocket Bells.....	49.50

MISCELLANEOUS

9-Col. DuGrenier Cig. Mach.....	\$ 89.50
Rock-Ola Counter Model, 12 Rec.....	225.00

PARTS—WRITE FOR COMPLETE LIST

Main Clock Gears for Mills, Compl.....	\$2.50
Springs for Mills: Main Handle, Long	
Knee Action, Side Arm, Clock and	
Main Slide, Ea.....	.25
Looks for Mills.....	2.00
Back Doors for Mills.....	5.00
Cash Box Doors for Mills.....	2.50

CONSOLES

Buckley Track Odds, (minus DD features)	\$425.00
Keeney '38 Tracktime, PO.....	109.50
Pace Twin Reel, 5 & 10, PO.....	275.00
Bally Big Top, PO.....	109.50
Evans Jungle Camp, PO.....	79.50
Evans Lucky Lucre, PO.....	149.50
Evans '39 Gallop, Dom., Reg.....	139.50
Evans '40 Gallop, Dom., JP.....	179.50
Evans, '41 Gallop, Dom., JP.....	225.00

PIN GAMES

Exh. Action (Revamp) FP.....	\$119.50
Genco Bang, FP.....	49.50
Exh. Short Stop, FP.....	49.50
Keeney Super Charger, FP.....	49.50
Mills Spinning Reel, PO.....	119.50
Mills 1-2-3, PO.....	59.50

ABT F.P. Coin Chutes.....	\$3.75
Coin Chutes for V.P. Bell.....	3.50
Fiber Main Gear for Wuriltzer.....	3.95
Bulbs:	
6V—Nos. 40, 44, 46, 47, 50, 51 55.....	
Box of 10.....	.75
No. 1458-20V.....	.15

AUTOMATIC COIN MACHINES & SUPPLY CO.

4135-43 Armitage Ave.

All Phones CAPITOL 8244

Chicago 39, Ill.

Associate

IOWA STATE SALES CO.

Office

567 Seventh Ave.

Des Moines 9, Iowa

Immediate Delivery ABT COIN CHUTES

and
COMMERCIAL COIN
DETECTORS

Mills Vest Pocket F.P.,
Chutes.....\$3.50

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

GOLD COAST COIN MACHINE EXCHANGE

Exclusive Distributor

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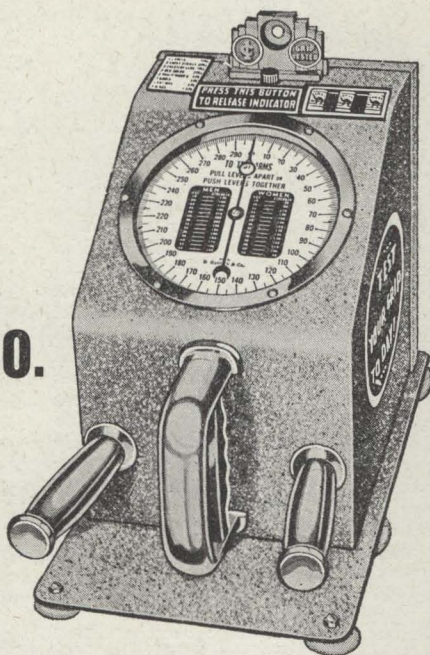
Southern California
and Arizona

for

D. GOTTLIEB & CO.

Available for
Immediate Delivery

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Member C M I

2844 W. Pico Blvd.

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Los Angeles 6, Calif.

COIN
MACHINE
REVIEW

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FOR
JULY
1946

tions. His methods are streamlined, up-to-the-minute and ethical. He will be eminently successful.

JIMMY HAMMIL, manager of the Hickey Brothers Cigar Stands in Chicago has just become a proud father. Very fine cigars were passed around at the Tobacco Table Luncheon last Tuesday, and it was the unanimous opinion that Jimmy should become a father as often as possible.

BERNARD (Bunny) SCHAFFNER, son of David Schaffner, long established successful tobacco jobbers in this city, became the proud father of a baby girl named Barbara. Congratulations! This is their first—and we hope only the beginning.

It is not news that HARRY CISTERMAN is dead. But I cannot refrain from writing a very short eulogy to Harry, for he was my friend. His passing at so early an age was a distinct shock. We were both members of the Rowe Mfg. Co. sales staff at one time. I had an opportunity to know him intimately as salesmen know each other on the road. He was honest. He was a good salesman, and a loyal friend. The coin machine fraternity has lost a good man.

JIMMY MARTIN, the DuGrenier representative in this area and also impresario of a large record business is enlarging his space on Diversey Blvd. His staff of employees has trebled in the past six months, and business is booming.

HOWARD FREER, back from the war, is doing a good job with Empire Coin... the jobbers of amusement equipment headed by Gil Kit.

STANLEY AMUSEMENT CO., of Tacoma, Wash. was appointed exclusive distributor for the candy bar machine sold by Vendit Corp. . . for the states of Washington and Oregon.

CLIFF BLAKE landed an exclusive contract for the same candy bar vendor for the State of California. The Vendit Corp. are already shipping machines, and production is being stepped up rapidly.

AL WEYMOUTH of Los Angeles was a visitor to our offices yesterday. We were mighty glad to see him. Al has the distinction of being probably the first salesman of cigaret machines in this country. He started with Bill Rowe 'way back in '29, when the cigvender was just a box and a plunger. Al is on a buying trip, and is continuing on to New York. He has a very successful jobbing business and operation in California.

BEN McDONALD of the Star Coin Machine Co. of Fort Worth, was a welcome visitor in town recently. He came to spend a lot of money on new equipment, but unfortunately was unable to spend all he wanted to. Ben has just returned from service and has gone back into the business of operating.

LARRY SOLOMON'S wife Lu and daughter Denise arrived in Chicago recently to be with Daddy. Larry's classic remark after several days of flat hunting should go down in history... "I didn't believe what they said about getting a place to live; I've always been able to buy if I wanted it bad enough... YOU CAN'T GET AN APARTMENT IN CHICAGO."

ED ANDREWS, blind vending machine operator of Plymouth, Wis. came to Chicago to attend the NAMA conclave.

RALPH CREMEANS, operator of Salem, Ill., who bought out the old firm of Roop and Kirkwood in that town, also came to Chicago to attend the NAMA conclave.

JOE WINQUIST, vending machine operator of Rockford, Ill. is a frequent visi-

tor to this city to make equipment purchases. He is a hard worker. His operation has been growing rapidly these past months.

JAMES MILLER, of Gary, Ind. is a young vet recently discharged, building a vending operation in his town. He comes to the coin capital quite often to purchase equipment and supplies. An industrious lad, he holds a regular job, and tends his operation in off hours.

THE ADAMSES... father and son, Howard and W. E. of Kansas City were in town to buy equipment. Very fine people and a pleasure to do business with. Lots of luck to you fellows and come often.

MARSHALL SEEBURG and his charming wife were seen at the opening of the swank new eating establishment, the Imperial House. Marsh was bronzed and healthy looking.

THE ROWELLS, Senior and Junior, owners with several other brothers of the distinguished Guardian Electric Co. are flying about the country on business and pleasure in their twin motored Cessna. This is the liveliest up-to-the-minute organization in its field.

MICHAEL (Mike) SEPER, of Capital Tobacco Co. of Gary is building a very fine cigvender operation in his territory.

GEORGE YOUNG, recently appointed exclusive distributor for the Challenger '47 Phonograph in the state of South Carolina, reports he has leased very fine quarters in the state and will make official announcement at a later date. George Young spent many years with the Rock-Ola Corp. as District Manager and knows this territory well.

O. B. DEATON, of the A. R. Kiser Co., is painting up and remodeling his distributing office in Charlotte, N. C., and getting ready for delivery of the new Challenger Phonographs the first part of July. Deaton reports big advance orders from operators already.

THE JACK LEONARDS, of the Badger Sales Co. in Los Angeles, are expecting the stork in the fall. If the new addition learns to sing songs as well as their daughter Terry, it looks like they will have a real singing family. Father Jack Leonard, spent several years on the "big time" from coast to coast when he was a boy. Terry, although only four years old can sing as many as twenty songs all the way through without making a single error. She is nothing short of a genius and it looks like the movies will get her pretty soon.

EILEEN AND DAVE LOVITZ spent a pleasant honeymoon for a week after their marriage on Sunday, June 2. Dave Lovitz is the advertising manager of O. D. Jennings Co.

JACK NELSON is one of the busiest men in the coin machine business in Chicago because of his vast acquaintances all over the country. They call on Jack when they come to Chicago to get the low-down on everything, and the result is big business for his firm.

EARL MONTGOMERY of the S and M Amusement Co. of Memphis, and his boy, Earl, Jr., who has just graduated from Harvard, visited with Jack Nelson this past week. Besides being very successful in the coin machine business, Earl Montgomery and his partner, Mr. Smith, have branched out very successfully in the furniture business in Memphis. They now have two huge stores under the name of Montgomery-Smith and Co.

SAM STERN of the Scott-Crosse Co. also paid a visit to Chicago looking for more equipment.

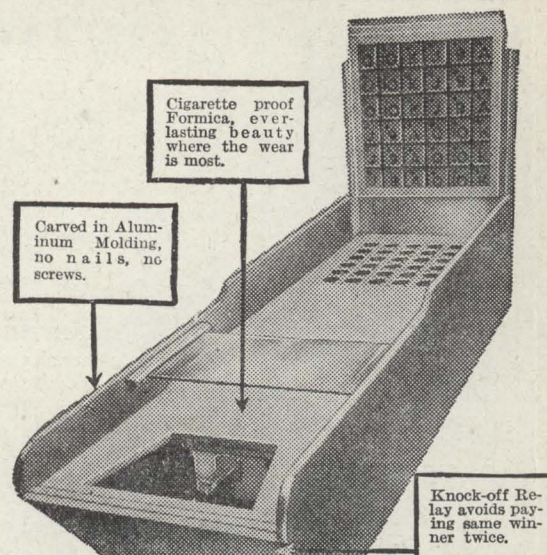
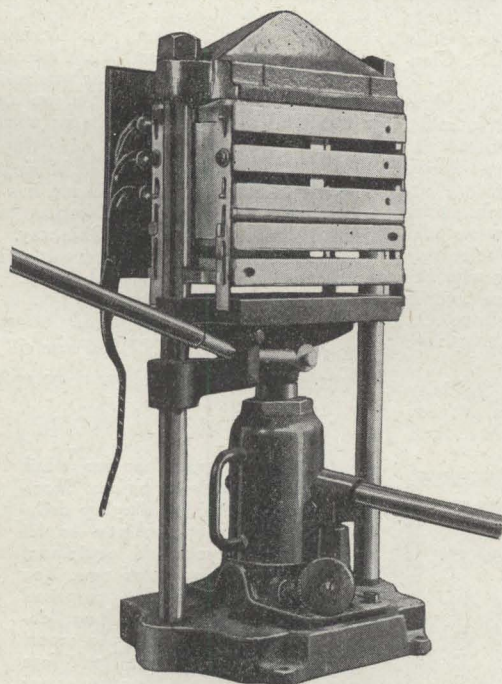
THE NEW IMPROVED POKERENO TABLE

**ALL NEW
MATERIAL**

BRAND NEW CABINETS

Excellent for Summer resorts, parks and big money earners on individual locations (built accordingly).

Also Penny Pitch
Tables . . . \$95.00



Every Penny Arcade in the East has included Pokereno Tables together with the rest of their equipment. Pokereno's draw adults to play. The prizes they win **BRING THEM BACK TO PLAY MORE.**

Send for Circulars

\$175⁰⁰

COMPLETE
7' LONG—25" WIDE

TWO WEEKS' DELIVERY

LAMINATING MACHINE

A SURE MONEY-MAKER

A patented Laminating (permanentizing) Machine—laminates pictures, cards, records, prints. Makes them everlastingly beautiful. Everyone carries a picture of a loved one. When laminated it remains as new as the day it was taken.

\$350.00 F.O.B. New York

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Eastern Sales Co.
1824-26 Main St. East
Rochester 9, N.Y.

Eastside House of Music
5123 Avalon Blvd.
Los Angeles 11, Calif.

Alfred Sales Inc.
1006 Main St.
Buffalo 2, N.Y.

Roanoke Vending Machine
Exchange, Inc.
13 S. Jefferson St.
Roanoke, Va.

Direct Service Distributing Co.
531 Wilson St.
Chippewa Falls, Wisc.

L. M. Daniels
Southern Pines, N. C.

Hamel Distributing Co.
910 Beacon St.
Boston 15, Mass.

Universal Standard
Distributing Co.
Grand Rapids, Mich.
Cleveland Coin Machine
Exchange
2021-2025 Prospect Ave.
Cleveland 15, Ohio

Central Ohio Coin Machine
Exchange
185 E. Town St.
Columbus, Ohio
K. C. Abrams
Normandie Hotel
Miami Beach, Fla.
Aaron Crystal
Carlins Park
Baltimore, Md.

OTHER TERRITORIES STILL AVAILABLE

PERFECT GAMES COMPANY

2894-6 WEST 8th STREET—BROOKLYN 24, N. Y.

STANLEY GERSH

ESplanade 2-4383

SAM GARBER

COIN
MACHINE
REVIEW

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FOR
JULY
1946

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ROBINSON

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(Incorporated 1937)

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Have your phone calls, messages and letters sent to this office.

*"Proud of Past Accomplishments . . .
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Full information regarding the Coin Machine Industry
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Chamber of Commerce

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Am. Trade Ass'n Execs.
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Coin Machine
Industries, Inc.

Los Angeles

The summer season is smack-dab upon us. Play is up at the beaches and arcades are in for another good season although the lack of servicemen will be noticeable in grosses. Daytime play has slowed up somewhat but the advent of new games and phonos is giving the "take" a shot in the arm. Beverage shortages have not hit this area seriously up to the present but brewers paint a drab picture for the late summer months. A shortage of the golden suds will result in a lot of early closings and curtailed revenue on the machines.

And summer brings vacations. Lots of ambitious plans are on the boards and only over-taxed facilities will keep a lot of coinmen within the confines of the United States. Judd Levy is back from a vacation look-see at New York, Anton Jeppeson is fishing in the High Sierras. Jack Gutshall is building a super-duper dock at his Big Bear lake place. Catwalk runs 100 feet from shore to newly built dock constructed with telephone poles. No sinking of the Gutshall's "Who Dat." Bill Simmons taught Jack that lesson for the Simmons boat at Lake Sherwood used to visit the bottom periodically.

Lane Jasper has resigned his connection with the Packard Manufacturing Corp. and intends to re-open his business here. Lane has a 1-ball he will build and as soon as

suitable quarters are obtained an announcement will be made in THE REVIEW.

It's not "Every Day Is Ladies Day With Me" at Paul Laymon's. No, instead it's "Every Day Is Operator's Day With Us." And during the past few days the boys have really been in. For example, just to check these blue bloods: Al Cicero, Santa Maria; W. H. Shorey, San Bernardino; J. D. Spencer and M. C. Stewart, Big Bear; Fred Allen, William Black and Alex Koleopolus, Bakersfield; Paul Sullivan, San Diego; Leon Sarkisian, Fresno; Ray Smith and Jack Arnold, Barstow; Perry Irwin, Ventura; S. L. Griffin, James McGhee, and Lloyd Barrett, Pomona; Dick Sharpe, Santa Ana; William Olson, San Pedro; John Rogers, Lawndale, and Ray Tisdale, Glendale.

Devie Devlet, buyer of used records, having sold his Monrovia property, intended to build a new store in Long Beach. But because of government restrictions Devie drifted further downstream and is now settled at 127 Main St., Seal Beach. Devie is long on real estate and short on telephone. Another fellow short of a telephone is Otis Rene of Excelsior Records who has opened a distributing outlet here and is biting his nails until the Telephone Co. gets in a line so he can get those telephone orders from all over the nation.

Interesting sidelight on the Sarkisian Brothers up Fresno way is that in addition to operating extensively the boys have their

fingers in a few other enterprises. We're informed they are the second largest raisin producers in the state and in addition they own and operate their own winery. One of those convenient "If we can't make it on the bananas we'll make it on the cocoanuts" arrangements.

Ray Eberts, who operates music extensively in the area, has acquired a beautiful home in Beverly Hills.

Thomas Taylor, former Laymon employee, passed away on June 17th following a short illness.

One of the principal duties of a trade publication is to acquaint its readers with bad news as well as good. With that thought in mind we relate that THE REVIEW has effected a collection from Urban Record Co. of Hollywood after the matter was referred to attorneys and suit was filed on an admitted indebtedness. Take it for what it's worth.

Jack Cohen, head of Timed Music, Inc., Cleveland distributor for Solotone, has been hounding Bud Parr of late hoping to get larger shipments directed Ohio-way. Parr has been squiring him around to the night spots and through the big Bendix plant manufacturing the Solotone units.

Nels Nelson reports a steady stream of
(See LOS ANGELES, Page 68)

Don't Lose Money

Your old machines are worth more than ever before. Shortages are still holding up deliveries of new machines—so, let us keep your old equipment operating good as new. You will be agreeably surprised when you see the long, dependable play that our expert service will assure. Don't lose money simply because your equipment is out of order. Bring in your machines today—we'll help you to uninterrupted profits.

OPERATORS SERVICE

(Jimmie Rutter)

2307 W. Pico, Los Angeles 6
DR. 5015

FOR SALE—HIGH CLASS USED EQUIPMENT

*A Collection of Some of the Best
Used Games and Consoles in Town*

**New Jack Nelson Flat Side Double-Point Needles
10,000 Plays Per Needle**

75 cents Per Needle

Special Price on Quantity Lots

**We also service music machines for operators temporarily
out of town.**

W. H. LEUENHAGEN & CO.

New Phone: DRexel 1345

1813 W. PICO BLVD.

LOS ANGELES 6, CALIFORNIA

COIN
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REVIEW

66

FOR
JULY
1946

WANTED TO BUY!

Will Pay



Top Money

- BROADCAST
- CROSSLINE
- ATTENTION
- PAN-AMERICAN
- VACATION
- CHARM
- MYSTIC
- CRYSTAL
- MARINES
- MASCOT
- SILVER SKATES
- LIMELIGHT

Machines must be complete. If not complete, write us description and we will advise you of price.

WRITE . . . WIRE . . . PHONE
TODAY!

Munves Manufacturing Corp.

SUCCESSORS TO PIONEER COIN MACHINE COMPANY

Temporary Location: 2634 N. Laramie Ave. • Chicago 39, Ill. • NATional 2727

COIN
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FOR
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EVANS' QUALITY CONSOLES — LOCATION PROVED FOR TRIPLE-A PROFITS

Proved Appearance — Proved Action — Proved Appeal

Little Duke

Fast action of this console nets big profits. Trouble-free electrical mechanism spins a light under the flashy top, pointing out number and displaying odds of 2-1 to 45-1. Gyp-proof, 7-coin head allows seven profits on every play. Little Duke is the sensational number - game of today. Place it anywhere!

Casino Bell

This queen of Bell machines, with Evans 5-coin, gyp-proof head, 5 individual payout cups and 5 jackpots, with reserve jackpots, gives you profit of five machines at cost of single machine. Available in straight 5c play, straight 25c play or combination 5c and 25c play with three 5c slots and two 25c slots.

Bang Tails

Greatest racing console ever built. Evans offers this perfected model with brand new, famous race horse selections. New "machine gun" action, single coin payout. New Free-Play convertible feature. Seven persons can play at once. Pays 3-1 to 30-1 with twin jackpots, one in reserve. 5c or 25c models.

Galloping Dominoes

For years Evans' Galloping Dominoes has repeatedly won the confidence of operators by returning greater profits and faster, trouble-free action. New model offers many refinements. Pays odds of 2-1 to 30-1 with twin jackpots, one in reserve. Available in 5c or 25c models. A game with long-lived pay-off!

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LOS ANGELES 7, CALIF.

LOS ANGELES

(Continued from Page 66)

local and out-of-town operators to his place. Recent visitors for service and equipment were: Stanley Little, Long Beach; G. F. Cooper, Riverside; Joe Guion, Avalon; Jack Dolan, Visalia; Walter Gaunt, Twenty-Nine Palms; Lawrence Raya, Colton; George and Louise Johnson, San Francisco; Jack Arnold, Barstow; Ray Henson, Merced; R. G. Patterson, Riverside; Art Narath, Anaheim; Hale Miller, Blythe; I. B. Gayer, San Bernardino; M. F. Tillitson, Long Beach.

In town from Honolulu is Raymond Cheony to buy equipment and supplies to ship to the islands.

Paul Koch was down from Lake Arrowhead and related that you wouldn't know the place now. The new owners of The Village are doing extensive remodeling.

As we predicted last December, Paul Reiner is now heading West to make this his future operating headquarters. Reiner is owner of the Music Distributing Co. and Cleveland loses him to Los Angeles.

Another visitor to the Los Angeles offices of Solotone Corp. was M. W. Mueller, head of Mueller Speciality Co., Wichita, Kansas.

Howard Pretzel, CMAC official, in town to visit with the accounts he works with.

Edward Wilkes, Laymon salesman, has purchased a home in La Crescenta and is moving his family from Long Beach.

E. C. McNeil TWA-ed to St. Louis recently and reports a swell meeting with officials of National Vendors, Inc. Deliveries of the new all-electric cigarette vendor are expected to start in July. Mack says the machine will create a sensation. National Vendors has plans drawn up for considerable enlargement of its manufacturing facilities.

H. M. DeGovia, Dee's Service Shop, hasn't done any traveling recently...too much business, he says...but he has plenty of phono speakers coming to him for reconing from all parts of the country. Operators from Indiana, Alabama, Texas, Montana, Arizona and New Mexico are keeping him busy. Meanwhile Dee's place seems highly popular with local coinmen. Among those seen there the other day were G. L. Monroe and L. G. Shockey of Melody Machines Co., Walter Swartz of So. Calif. Floral Ass'n., Jerry Beigle, and Maurice Hausman of H & L Music Bar and Repair Service.

Dannie Jackson and Samuel Donin of Automatic Games Co. are making good headway on the remodeling of the building housing their new Los Angeles offices. Building is next door to the new home of Associated Operators of Los Angeles County, in the heart of Coin Machine Row, and the two partners are pretty happy that they have been able to locate so strategically. Dannie Jackson is in Chicago, while remodeling is in process, and is expected

back shortly.

Jimmy Rutter has just returned from an auto trip that took him through all the states of the southwest and up to St. Louis. He covered over 5,000 miles in 10 days. Purpose was to line up materials for a game he has in mind. Trip, he says, was a success.

Down at Bill Leuenhagen's they're talking vacations. No plans yet...just wishful thinking. Bill favors Lake Tahoe. As for business, the service for operators going out of town is doing nicely. Operators who have recently used the service include Bud Morrissey of Santa Monica, P. H. Thelen of Glendale, and Mary Rudolph of Los Angeles.

Vacation planning is also the order of the day at Badger Sales, with Elaine Ryan pushing off for Catalina Island, and Bill Happel looking forward to the month of July in the Pacific Northwest.

Jacqueline McLarty of Coinmatic Distributors spent her vacation in the San Francisco bay area.

K & M Service is going through a period of reorganization. L. E. Kelley and Fred Myers, it is understood, are buying out the partnership of H. A. Lucas, who joined the company last April.

Well-known operators who have visited Minthorne Music Co. recently include: Jimmy Marshall, Jack Mathies, Dave Davis, Lee Wert, Jimmy Holmes and John Patrick.

Lights are blazing Wednesday nights at Minthorne Music where a large group of operators and service men are attending a 15-week factory service school conducted jointly by Minthorne Music and J. P. Seeburg Corp. Joe E. Kamys, sales engineer of Seeburg, and Dan Donohue, Seeburg district manager, have sent the school off to a great start. Jean Minthorne states that 75 coinmen attended the courses given the latter part of May and that attendance for the present course exceeds all expectations.

Louis Sebastian, credit manager for Rock-Ola, was a visitor to Badger Sales recently. Sebastian and his family arrived in Los Angeles shortly before the railroad strike and spent a few anxious hours wondering how they were going to get back east.

Reports at Coinmatic Distributors indicate that the bottleneck stage of materials has passed and that substantial shipments of the new U-Need-A Monarch cigarette vendor will be coming through weekly after July 1. Preston Jarrell says that a large

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Unusual Slot Buy —

FOR OPERATORS SEEKING THE BEST EQUIPMENT

32 Genuine GOLD CHROMES 25 BLUE FRONTS

These Slots look, and operate, like new. They have been operated only by us and have had the best of care and attention. Serials 460,000 and over. Here is just the very type of clean equipment operators have been looking for. Priced right!

DICK SHARPE

817 Oak Street

Phone: 0262

Santa Ana, Cal.

number of out-of-town operators are dropping in at Coinmatic and placing orders for the Monarch. Among recent visitors who came, saw and bought were: Bob Curley, East Bay Vending Co., Oakland; George Watkins, of Rialto; and Louis Eiselman, of E & M Vending Co., Oakland.

Mat Pratt, former employe of E. T. Mape Music Co., has rejoined the company as a mechanic, having recently received his discharge from the armed forces.

The Mape company also has purchased about 50 coin machines of various types from Camp Roberts, which is said to have had as large a collection of coin machines as any Army camp in the country. The machines played a significant role in building soldier morale and were operated by civil service specialists. Some of the machines purchased by Mape have been sent to Los Angeles, the rest to San Francisco.

Jerry Kaufman, who recently moved out from the East to join the ranks of Los Angeles operators, has purchased a music route from Bill Leuenhagen and is also engaged in buying and selling used equipment.

Leonard Micon visited the H. C. Evans factory on his recent trip to Chicago and says they have a fine layout. "The material shortage is going to be licked pretty soon," said Len, "and Evans consoles are going to be available for everyone." He asks all his operator friends who have placed orders with him just to be patient, and promises that the machines will certainly make the wait worth while.

Currently, local record manufacturers report a slight dropping off of record business. But Bill Abel of Ace Distributing states that as far as Coast records are concerned business is getting better every day.

Sam Steinbock, Portland, in town calling on local jobbers and distributors.

Bill Wolf, of M. S. Wolf Distributing Co., is out of the city most of the time visiting his five branches. We understand Bill has a new man, and an important one too, coming from Chicago July 1st to take over the General Salesmanager-ship of the 5 offices.

Jack Gutshall has delivered Aireon phonographs right and left the last few days and now has units on location in San Diego, Big Bear (see picture in this issue), Barstow, Long Beach, San Fernando valley and various parts of Los Angeles.

Breaking into the parked car of William Burton, a cigarette serviceman, two unidentified boys stole \$800 in nickels and dimes on June 4. The boys smashed the rear window of the car.

On deck to receive the first delivery of Aireon Electronic Phonographs in Mexico City was Frank Navarro. Frank should buy

a plane considering the way he commutes between L. A. and Mexico City.

Aubrey Stemler has been a busy fellow these past few days introducing "Skeets" Gallagher to the coin machine fraternity. Skeets is an ex-movie star who has found the coin machines more interesting than grease paint. A capable fellow he is, too, and the pair will do right well with the lines they have an "ex" on.

● Happy vacations... and take those Vitamin D sunrays in short sessions.

San Francisco

The factory announcement that E. T. Mape Co. had been appointed distributor of Challenge phonographs for California and Nevada, resulted in numerous congratulations to the firm. E. T. ("Ed") Mape is convinced that he has a "winner" in the Challenger '47.

Leonard E. Baskfield is counsel and general manager of E. T. Mape Music Co., having entered this position in January when it was duly noted in this column. Prior to the war and his entry into the service, Baskfield was counsel for the Filben Co. and after the death of Mr. Filben became general manager of that company. He is still active in the control and policies, serving as president and chairman of the board of directors.

Mape Co. will stock a complete line of parts and install a servicing program for Challenger phonograph at all of its offices, and also will have a field program to give prompt and expert attention to operator needs. An expansion program is well under way consisting of installation of shop equipment and machinery, spray booths and increase of replacement parts. Baskfield is optimistic about the future and believes that within the next few months manufacturers' problems will be solved and with volume production the seller's market will become a buyer's market.

D. H. Osborn, owner of Osborn Distributing Co., is a mighty pleased man currently, having received his initial shipment of Aireon phonographs and it was a pretty good shipment, too. Osborn has already started deliveries according to priorities of orders. And a further reason for cheerfulness, we heard from Osborn, is that he had been factory advised that a substantial shipment of Aireons will reach him each week.

General Music Co. had completed installation of its elaborate measured music studio and is giving 24 hour service for Solotone music systems. According to Ernie Brennan, manager, Solotone boxes, well received when introduced, are becoming increasingly popular.

General Music Co. received a large shipment of Daval American Eagle counter games, Buckley Bells, Big Hit, Suspense, Canteen, and the very popular Supreme Skeeroll bowling game. Floor displayed is a sample of Amusematic Lite-League console baseball game.

Johnny Ruggiero, manager of Jack R. Moore Co., has his head in the clouds these days, his wife having presented him with a son and heir on May 31. The Johnny Ruggieros have been married almost ten years and Philip John "Curly" Ruggiero is their first offspring. No wonder they consider the advent of Curly an occasion for more than the usual rejoicing. The young man was ushered into the world at Mary's Help Hospital, weighing at birth seven pounds six and a half ounces, which, Johnny proudly reports, was increased to 8 pounds in 11 days. He is the exact replica of Johnny and the nickname Curly was bestowed on him by the nurses in the hospital because he has a lot of black curly hair.

Jack R. Moore Co. held two Seeburg service school meetings: June 21-22 in Sacramento at the Senator Hotel, and on the 24-25th here at the firm's premises. The meetings were conducted by Joe Kamys, Seeburg factory engineer; Bud Willis, San Francisco service manager, and Edwin Eby, technical expert from Portland.

A real distinction was awarded the Seeburg 146 Symphonola when it was selected to be used for three weeks in the lobby of the Warfield Theater on Market Street, in conjunction with the picture "Do You Love Me?" in order to plug the new song hits.

M. A. Pollard has on hand a large stock of parts for pinball games and phonographs. Equipment on which deliveries are made consists of Goalee, new Packard wall boxes, Evans Bangtail and Galloping Dominos. Pollard expects some new Packard phonographs before the end of the month.

Sam Noto, previously a printer in Chicago, arrived here to join his brothers Joe and Carl Noto in Nobro Novelty Co.

Dick Parina, owner of Automatic Merchandising Co., is planning to go east early in August partly to attend the NAMA directors meeting and also to look into general operating conditions in the East pertinent to cigarette vending machines.

Since the rise in cigarette prices the picture is somewhat confusing. Most of the tobacco retail dealers charge 16c straight for a pack. Vending machines still offer standard brands at 15c, while at some markets and other places where cigarettes are only a side line cartons may be bought for \$1.43.

Clinton M. Roe sold his music route to Carl Popkey. Roe said he intends to take several months vacation but will eventually return to the coin machine field though not in San Francisco.

P. and M. Sales Co., headed by Joseph Ronco, purchased the route of Clarence Leathurby.

Gisela Ney

* * *

Wise words from our "How to Peel Off Weight Dept": Banana peels on the sidewalk will do more to bring down the weight than any other dieting menu.

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TUNNIS "ONE SPOT"
SUBSCRIPTIONS
taken in
"ACCOMMODATION CENTER"
IN COIN MACHINE ROW
"Gems" for the Record Dealer
TUNNIS One-Spot Record Finder
Survey
Self-Sell Service
Magic Record Finder
Ask "Mollie" for details
FITZROY 3887
MOLLIE G. SIMON
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Public Stenographic & Notary Public Service
"Let 'Mollie' Do Your Letters"

SUSPENSE

A 5-Ball Novelty
Game That
IS SWEEPING
THE COUNTRY

"SCHEMATIC" PANEL
VISUAL BALL LIFT

A SENSATIONAL
NEW GAME
by HARRY WILLIAMS
NOW DELIVERING!

Come In Today!

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EVANS CONSOLES

Cash Pay — Free Play — Combination F.P. & C.P.

7 COIN — 5c or 25c PLAY

—1946 A. C. Models—

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Sacramento, California

Oakland

With new equipment coming in slowly, operators in the East Bay are straining at the leash, anxious to take advantage of the new business in the territory but waiting for production to catch up with the demand. Equipment that in normal times would have been discarded is still doing valiant service, and the necessity of keeping old equipment looking neat and modern is giving the operators a new ingenuity they never possessed when they could depend on the manufacturers to keep equipment abreast of the times. Nowadays a delighted expression on an operator's face is probably caused by the fact that he has discovered a company that will do chrome plating, painting or refinishing quickly and reasonably.

An example of this new ingenuity can be seen in a night spot in Albany. When Ed Specht received a call from the owner that the place was remodeling and would like a brand new cigarette machine, he contacted the carpenter who was doing the remodeling, had a recess built in the wall, set the mechanism of the old machine in the recess and covered the opening with a large mirror backed with sheet metal. Ed reports that the owner is delighted with the only cigarette machine of its kind in the East Bay.

Mart Parent, manager of the KBS Studio, announces that he has lined up the Owl Drug Stores on the Oakland side of the bay for his Individual Measured Music. Replacing his old style boxes with the new ones having both nickel and dime slots has been keeping him busy, but from a financial and service standpoint the new boxes have proved worthwhile. Meanwhile expansion of the facilities at the studio in the Henshaw Building is occupying the balance of Mart's time.

Ray Ramos of National Sales Co. has developed a philosophic attitude about his new building that is going up in Berkeley. Shortage of materials has already delayed the building two months beyond the scheduled date of completion. Ray used to be impatient at the delay and now he is pleased with any sign of progress. Wurlitzer is "the" automatic phonograph according to Ramos. Besides sporting a hand decorated Wurlitzer necktie, Ray has had the Wurlitzer insignia and slogan "America's favorite nickel's worth of fun" painted on all his trucks.

Word comes that Norman Terry has established a new cigarette service operating out of Berkeley and to be called the Ace Cigarette Vending Co., while in Oakland the Servu Vendor Co. has begun pro-

duction on a vending machine to dispense periodicals. Oakland Automatic Sales headed by Sam Tessler has added a cigarette vending service to their highly successful automatic phonograph and pinball game operation, and Louis Eiselman of the Bay Distributing Co. is expanding his activities to include cigarette vending machines.

After two weeks vacation at Palm Springs, F. E. Morgan, longtime operator of cigarette machines and automatic phonographs in this area, checked in at the Peralta Hospital for an operation while son carries on the business. C. B. Brandon, secretary of the Vending Machine Operators Ass'n. of Northern California, has been keeping in touch with Morgan's progress and he reports that Morgan can now receive visitors.

Paul W. Chamberlain

Portland

Portland, Ore., which nets \$120,000 from licenses on pinball machines and punchboards now has an opinion of the Oregon attorney general, George Neuner, to worry about. Neuner says that pinball machines and punchboards capable of being operated as games of chance are lotteries and thus are banned by state constitution.

And up to now it's up to someone to decide whether pinball devices are gaming tools. The Oregon legislature has defined pinball machines as amusement devices. The Portland city attorney, L. E. Lator-ette, says he won't commit himself until he sees the attorney general's complete opinion, but added that it might affect Portland's license ordinance. On the other hand, Portland's license inspector, I. J. Walcott, says he doesn't understand how a pinball machine can be a gambling de-

vice unless bets are made on the run of the balls. "But then a man can bet on anything," he added thoughtfully.

If the Oregon high court should, in any test case, sustain the attorney general's opinion, then neither the state legislature, city ordinance, nor local license laws could legalize pinball machines, for it is the state's constitution itself that bans lottery devices. In the meantime operators are carrying a rabbit's foot and looking for four-leaf clovers.

In their first conclave since the war years, employees of the Jack R. Moore agencies in Seattle, Portland, Spokane and San Francisco gathered in Portland May 31-June 1 for a two-day sales and business conference. The sessions ended the night of June 1 with a dinner at the University Club attended by 85 men and women.

Headlining the conference with talks calculated to boost sales and improve business were the following men: Jack R. Moore; R. F. Jones, Jones Distributing Co., Salt Lake City; Dan J. Donohue, district sales manager for J. P. Seeburg Corp.; Robert Dunlap, Seeburg sales promotion manager; Joe T. Kamys, Seeburg factory engineer; George W. Jenkins, vice president and general sales manager, Bally Manufacturing Co.; Al W. Sleight, regional sales manager for Bally; George W. Dick, vice president, Coin Machine Acceptance Corp.; and Howard Pretzel, also a vice president of Coin Machine Acceptance.

Seattle

If you should have a big thirst on for coffee (just coffee) while trekking along Coin Row in Seattle you may quench that yen at the Puget Sound Novelty Co. where a newly-installed java bar is open for the convenience of the hired help, as well as customers. George Schnabel, the high mogul at Puget Sound, gives out with doughnuts, cup cakes and butterhorns—all for free. And the coffee bar isn't such a bad idea—it saves the employees from prowling up and down the street trying to find a beanery. Two new service men have been added to the roster at this firm, and they are Hartley Saxton and Orville Hindman. Both were with the army, and both say it was for too long. On the debit side is the loss of Bill Alsdorf, assistant manager, who bailed out for Portland, Ore., where he signed on with M. S. Wolf Distributing Co. And leaving to seek his fortunes in Alaska (Anchorage) was Chuck Clinton, shop man.

On the distaff side at Puget Sound Novelty is word that Dorothy Hill of the office

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OUR OWN NEW BUILDING, COMPLETELY EQUIPPED
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WE WILL BE GLAD TO HAVE YOU VISIT OUR NEW HOME

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staff will double-aisle it in June. And she's taking her annual two weeks then to get the wedding bells to ringing. An innovation at the company's elaborate plant is a new display room where the music boxes are shown. Attractive red drapes cover the walls and a potential customer, cash or otherwise, can relax and hear sweet music. As with most Coin Rowers, however, Schnabel's big beef is that new stuff is so scarce. Although he can pick up some old machines and with Houdini-like tricks breathe the breath of life into them, new stuff is still in the wishful thinking stage.

Down at Northwest Coin Machine Sales Co., Ron Pepple was at the wailing wall moaning "Adak was never like this." His road man, O. A. Kincaid, had breezed in with a sheaf of orders and for all Pepple could do he might as well have fed them to some discontented cow. "You can't do anything on three or four new machines," he wailed. Yeh, Ron, about all you can do is hope. Like most of us, Pepple is against inflation, but he argued that it's here right now, and is no thing of the future. It's like the weather, though—about all we can do is yammer about it and get no place.

John J. Michael, of the company that bears his moniker, has two likely lads on his staff who are just in from the merchant marine. They are Arthur Kuppler, who is working the outside, and Jerry Steffan who is in the shop. And with Seattle's weather what it is, the shop isn't such a bad place nine months or so out of the year.

The lads at the Seattle branch of Jack R. Moore Co., headed by George Goss, manager, journeyed to Portland, Ore., for the Moore company regional meeting there on May 31-June 1. First since the war, the get-together session served to get the Moore boys from Seattle, Spokane, Portland and San Francisco better acquainted. Service men of the Seattle office got some practical pointers on June 11-12 from Joe Kamys of the J. P. Seeburg Corp. who conducted a service school. New at the Seattle office is Robert LaVergne who was in the army signal corps. He served his overseas time at Dutch Harbor and southeastern Alaska. LaVergne didn't have enough of the dots and dashes in the army, apparently, for he operates as a "ham" as a hobby. He is in the company's service department.

Seattle Coin Rowers are looking askance at suggestion by a member of the state tax study commission in Oregon that pinballs be milked for all they can give in the way of levies in order to boost their contribution toward the cost of state government. Fondest hope: that the idea won't spread.

Solly Solomon of Western Distributors is learning first-hand that coin machines are not the only items in short supply these days. After finally finding a house to buy, in the viewsome Magnolia Bluff district, he has been busy foraging for furnishings. And he made the grade, even to refrigerator and electric range, but he's still making the rounds for a vacuum cleaner. Solly's new home gives him an all-waterfront drive to work, since Magnolia Bluff and Western Distributors are on opposite sides of an arm of Elliott Bay. And another lad who should appreciate Western's waterfront location is Marvin Nelson, ex-coast guardsman, who has been added to the service staff. He spent most of his time in the Aleutians, and still is so close to salt water he says he can feel the tide rise and fall in his stomach.

Phil Robinson of the Chicago Coin Machine Co. made the rounds recently in Seattle to peddle the plaudits of his "Goalee." He was Solomon's guest on a week-end trip

To Keep the Record Straight

In June's REVIEW Jack Kelner, discussing candy vendors, reported that no Stoner Univendors were expected to come from the production lines till fall and perhaps later. In the same story, Kelner also stated that Du Grenier built a candy bar vendor before the war and their plans do not include reviving it.

Kelner is wrong on both counts. Stoner has been delivering Univendors since June first. In calling the inaccuracy of our Chicago reporter's statement to our attention, Vice-President C. R. Adelberg informs us: "It has been awfully difficult getting into production and we are proud that we are able to deliver. However, a number of our customers are going to be disappointed because we cannot begin to supply the demand, and I can appreciate what is running through the minds of those whom I am turning down for quantity deliveries when they see an article in your magazine stating we are not delivering at all. The natural reaction is that we have run the article to take the pressure off of us because of limited and allocated deliveries."

Burnhart Glassgold, Du Grenier's Vice-President and General Manager, writes: "The information in your June issue is entirely erroneous and there is no basis whatsoever for these statements. As a matter of fact, we have a very ambitious candy machine program and it is progressing well. Were it not for the hold-up on materials from suppliers, we would have been in production long before now."

On both counts, our apologies, gentlemen. We are certainly happy to print that conditions are more favorable than related in Kelner's discussion last month.

to Victoria and Vancouver, B. C., returning through the slightly San Juan Islands.

Earl Everett of Seattle Coin Machine Co. is beating the drums for two additions to his shop staff, i.e., and to wit: Dave Martin, who followed Horace Greeley's hoary advice and came west from the east, and Harry Bannister who was at Heberling Bros. for a half dozen years and is known for his "Skill Game." Sam Grossman, Everett's partner, and Harry Marcus, operator, of the Mars Amusement Co., got away from it all recently by spending a week at the Davenport Hotel, Spokane, and getting in some fishing at nearby lakes.

The jingle of nickels is heard from Tacoma with word that the city's board of contract and awards gave the nod for 1,000 new parking meters to N. H. Rhodes Co., producers of the Mark Time meter. Rhodes won the award on a bid of \$35 a meter, with \$25 allowance on old meters. Delivery was promised within 45 days.

It's travel time at Heberling Bros., what with George off on an all-summer motor tour of the U. S. with wife and two children, and Chet just back from Arizona and California. Ken Kemp of the service staff is getting set for a trip back to Iowa to visit his family.

Among recent out-of-town seekers for equipment who have been looking hard in Seattle were M. MacDonald, phonograph operator from Vancouver, B. C., and Mr. Galloway of the Phonomatic Amusement Co., also north of the line, and in from Vancouver, Wash., was Clarence E. Hussey.

Bert Beutler, manager of the Seattle sanctum of M. S. Wolf Distributing Co., gives out with word that Al Crow has left the establishment for the company's Los An-

geles branch where he will manage the shop. Back on the job and fully recovered from injuries sustained in an automobile accident is Bert's office secretary, Mrs. Vera Jones.

Up at Arthur F. Andrell's they are bemoaning the fact that the beer shortage has cut down tavern hours to the point where pinball machine play is not what it used to be. While countless taverns have reduced the number of hours they are open, others close entirely one or two days a week to make the available beer go further. All of which has Andrell's service man, Bud Konzelman, wishing things would get back to normal.

E. J. Horiskey, grand sachem at Clark Distributing Co., missed the Queen City's spring weather by taking himself to Minnesota on a business trip from which he was due back in early June.

Doing business at the same old stand is the Hi-Tone Music Co. which for a time was playing only low notes because it was tied up in a court action. Ralph Alger, owner, is appropriately named. Ex-barber, he started from scratch with one automatic phonograph and ran it up into a \$75,000 business. The court action was a tiff between Mr. and Mrs. Alger in which the latter sought to have a temporary receivership continued.

With the take on his Multiphones continuing pleasingly high, Ken Shyvers is preparing to place a smaller edition of the same box, 5¼ by 5¼ inches. Both selective and personal, the midget box will be used in small booths and bars where the intimate (it says here) touch is desired.

It finally had to happen, and George Schnabel of Puget Sound Novelty is glad it happened to him. Charley White, the operator, ran out of machines he could trade and had to pay George hard American cash for one. Incidentally, Charley is trying to lure Jack Roberts into taking time out for another fishing trip. Charley has good luck except when Jack goes along and apparently he's trying to find out what makes Jack tick as a jinx.

With Harry Jacobs confined to home with the gout, Mrs. Jacobs took their toy French

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STYNAMITE

The Miracle Soil
Remover

REMOVES DIRT, GREASE
and SMOKE

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AMUSEMENT
GAMES

The miracle cleaner for operators.
Tried — tested — proven. Ideal for
cleaning all types of equipment. Triple
strength but harmless to hands
and fabrics. Apply with brush, wipe
off with a cloth—PRESTO—clean as
a whistle!!!

ONLY \$1.60 GALLON

Give this Cleaner a trial
today.

You'll be amazed!

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PAUL A. LAYMON

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poodle to the International Kennel Club's dog show at Vancouver, B. C., and brought him back home a few days later as the proud possessor of a ribbon naming him the best "toy" in the show. And that was the fourth time in two years the dog, "Little Man" (what now?) has won this honor. During the same period he was judged "best of breed" 25 times and placed in the toy group 23 times—an unequalled record. As for Harry, he's feeling better now, although his gout is taking no ribbons.

Ray Bloomberg

Denver

Wolf Reiwitz, A. A. Roberts and A. C. Roberts, of Wolf Sales Co., are in Minneapolis on a business and pleasure trip with the compliments of the Wurlitzer officials. They are expected back in Denver in the near future.

Frank Negri, Wolf's sales manager, has been in the office for the past 10 days, but expects to start out on the road as soon as the heads of the firm return. He said that this was the first time in 5 months he had been in Denver.

Prior to going on the trip to Minnesota, A. C. Roberts was very busy in the territories in Arizona and Texas. He and Negri worked together in that district for about 30 days. A. A. Roberts was kept pretty busy in the office. Increased operations in the territories and setting up operations as they should be kept him tied down handling office affairs.

Harold Hold, parts manager of Wolf Sales Co., is setting up a parts department

in Phoenix, Ariz. He will be there about 10 days and from there is going to El Paso.

Negri said that all of the company's branch offices are on the same plan as the main office in Denver—even as to color scheme and decorations. The company has been able to get some merchandise and make some deliveries, though not to any great extent, but enough to evidence that the manufacturers are producing some merchandise.

W. H. Erskine, manager of the Jones Distributing Co. in Denver, reports that despite strikes, he has received his quota of machines, although not nearly enough to supply the demand, because of lack of material and labor.

He said he was expecting Dan Donohue, District Sales Manager, and Robert Dunlap, assistant to the Vice President of Seeburg, to be in Denver June 11 and 12. He also expects that Mr. Jones of the J. P. Seeburg Corp. in Salt Lake City, and Mr. McMurtie will be in Denver at the same time.

Erskine said that around the 17th of this month, he will start a weekly service school in the building as it is the Seeburg policy to help the operators to understand everything there is about the phonographs they are buying, and this is the purpose of the school, so that in any emergency they will know how to straighten out the trouble. It is expected that operators from all over the territory will attend the school.

Erskine said it appeared that this month and the coming month production should be up at the factory and, if they can get the materials, machines should be coming through in great shape.

During Erskine's stay in Albuquerque last month, he attended a service school in that city, and from that point went on to visit customers in New Mexico, and from there on to Salt Lake City for a visit at the home office before returning to Denver.

Helen Holkerstad, secretary, is planning to leave on June 13 for a vacation in Minnesota.

Remodeling of the Modern Distributing Co. store is now fully completed, and all departments equipped for operation on a wide scale. The ample space provided affords opportunity for future expansion.

Frank Mazzone, in charge of the repair service department, said the company has added three new men to that department, William Ellis, Bart Logan, and Joseph Kelley, all of them returned service men. In the service department, Mazzone said that a new radio equipment parts department has been added.

Mr. and Mrs. H. E. Walker of the Walker Music Co., have recently returned from a pleasant and interesting business and pleasure trip in the West, where they visited Las Vegas, Los Angeles, San Francisco, Oakland, and on as far as Portland. Walker said they had contemplated visiting Seattle, but after having already driven 4,500 miles they decided it was time to come home. He reports a wonderful trip.

Walker said he was getting some new machines and was getting old machines repaired and in operating condition. He brings in one machine at a time to overhaul, and always tries to have one or two spares on hand.

J. P. Blackwell, of the Blackwell Distributing Co., has been absent in the South, and on his return trip visited the Aireon factory in Kansas City. Mrs. Nilla King of the company said that they are daily expecting shipment of Aireon machines and are expecting quantity shipment when they do come.

C. J. Fendrick, pioneer automatic scale man in Denver, recently suffered a severe

heart attack, and will be confined to his bed for a period of six weeks, under doctor's orders.

Frances Conrey

New Phonograph Needle

NEWARK—A new phonograph needle offering high fidelity, long life, and specially tempered aluminum alloy, has been placed on the market by the Electrovox Co., Inc.

The no-scratch, no-hiss needle is the Walco "400" Series and includes three types of points: Sapphire, up to 10,000 perfect plays, Ruby, 6,000, and Precious Metal, up to 4,000.

Outstanding features are floating action, which does not dig in or touch the bottom of the groove, a spring shank, which reduces "needle talk," and ability to withstand accidental dropping without chipping.

The Walco "400" Series was developed by Electrovox engineers working in collaboration with phonograph experts of leading manufacturers.

Phono Ops In Mass. Organize

BOSTON—The need to organize and the need to adjust location percentages was evidenced at the formation of the Massachusetts Phonograph Guild on June 5. Three distributors and 17 operators attended.

A. C. Stargis of Automatic Music was named temporary chairman.

As a result of a suggestion by Phil Schwartz of Winros Vending that the association should set a policy for location commissions, operators voted to submit names and addresses of their locations, showing percentages paid, in a sealed envelope.

A constitution will be drawn up and a permanent chairman appointed at the Guild's next meeting.

Stabile On Coronet

NEW YORK—Following up his terrific recording of "I'm a Big Girl Now," Dick Stabile, the master Saxophonist and his Orchestra, has recorded a new hit for Coronet Records. New platter features "It'll Take a Little Time" backed by "It's Dawn Again."

Stabile was featured recently with Frank Sinatra at the Waldorf, Copacabana and Hotel Biltmore, and is scheduled to appear at the New York Paramount theatre.

Milwaukee Men Picnic

MILWAUKEE—Douglas Opitz, recently re-elected secretary and treasurer of the Milwaukee Phonograph Operators' Ass'n., supervised the arrangements for the association's annual picnic. Affair was held at Jack Gilbert's Five-Mile House and was reported to be a huge success.

Bacon on Camp Board

CHICAGO—Camp Aurora, boys' camp at Lake Geneva, is taking a lot of J. R. Bacon's spare time these days. Bacon, vice-president of O. D. Jennings, is one of the directors of the camp. Vacations for crippled boys are being planned.

Lowy Back in N. Y.

NEW YORK—Dave Lowy has returned to Coin Machine Row on Tenth Avenue after serving a stretch in the Army for the Field Artillery. To celebrate his return his friends in the business staged a nice welcome home party for him.

* * *

"You want to make your money go a long way, don't you?" asked the preacher.

"Yes, of course," replied the rich, but tight-fisted old member of the congregation.

"Then the thing for you to do," advised the minister, "is to give a lot for foreign missions."

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Amusematic

LITE

LEAGUE

NO PINS
—
NO BALLS
—
NO
PLUNGERS



Come In Today!

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

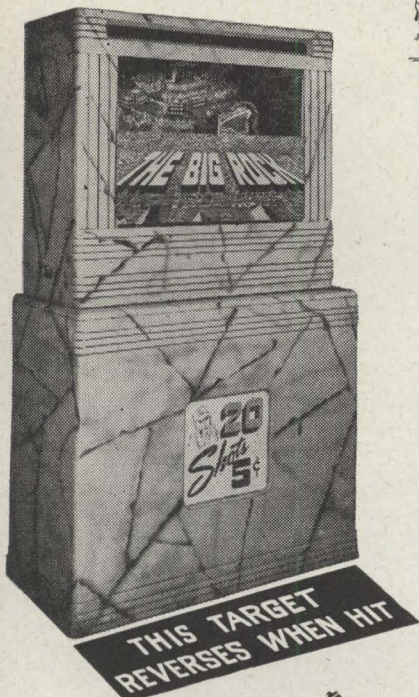
THE BIG ROCK CONVERSION



**FOR YOUR OLD
RAPID FIRE
CHICKEN SAM AND
JAILBIRD MACHINES**

RECENTLY ALL AMERICA TALKED OF THE
RIOT AND ATTEMPTED ESCAPE
AT
THE BIG ROCK

Our Artist Sensed the Great Public Interest—
Painted 2 New Conversion Kits
in 10 Colors
One for RAPID FIRE
One for CHICKEN SAM



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BOTH USE THE **BIG ROCK** AS THE THEME
SHOW FAST MOTOR BOAT—FULL OF CONVICTS
AS TARGET

EVERY PLAYER WANTS TO PLAY "COPS AND ROBBERS"
— PRETEND TO BE "JOHN LAW"

EITHER ONE OF THESE KITS
INSTALLED IN 10 MINUTES
NO MECHANICAL CHANGES

*Only a Limited Number of Kits —
First Come — First Served —*

GIVE YOUR OLD MACHINES
A NEW
BLOOD INFUSION

EITHER ONE OF THESE COLORFUL KITS



VINCENT T. CONNOR

THEODORE A. KRUSE



TELEPHONE:
EDGEWATER 3500

4556 N. KENMORE AVENUE
CHICAGO 40, ILLINOIS

DISTRIBUTORS and JOBBERS: WRITE FOR OUR SPECIAL DISCOUNT IN DOZEN LOTS

En la República de México
Para Máquinas Automáticas y Accesorios de Cualquier Clase

Vaya a
CASA NAVARRO

DISTRIBUIDOR EXCLUSIVO de AIREON

Aquiles Serdan No. 55

(Teléfonos: L2252 y 111709)

Mexico, D. F.

COMO LO VEMOS DESDE AQUI

Resumen de los sucesos importantes
en la Industria

Edited by B. J. McManus

Condiciones actuales

Resueltas las huelgas—la de carbón, la de transportación, y la huelga marítima—se han disipado algunos de los obstáculos que han amenazado el progreso de la Industria.

El conflicto en la huelga marítima quedó resuelto unos cuantos minutos después de haber empezado la huelga en los puertos del Este de la nación. Llegaron a un acuerdo los representantes de las uniones y los

de las empresas aunque el acuerdo llegó diez minutos demasiado tarde para impedir la paralización de las labores en algunos puertos principales. Resultó un estado de verdadero caos por unas horas.

Los más pesimistas dicen que se necesitará un año para restaurar la vida industrial a la normalidad. Sigue la falta de materiales esenciales y tal vez la más crítica al momento es la falta de cobre. De eso

hablamos el mes pasado—no hay cambio en la situación. Pero a pesar de todo esto, crece un espíritu de optimismo en la Industria.

Fonógrafos

Mills Industries, Inc., ha anunciado que no van a producir su fonógrafo hasta 1947. La Compañía dice que no quiere emplear substitutos y por eso ha determinado esperar hasta que se mejoren las condiciones con respecto a materiales esenciales. Tampoco fabricará su máquina de cine, *Panoram*, durante este año.

El fonógrafo de Bally llegará a las salas de exhibición a fines de Julio o a principios de Agosto.

Todavía no han llegado los fonógrafos de Packard y de Challenge pero se dice que no tardarán mucho en llegar.

AMI, Aireon, Seeburg, Wurlitzer, Rock-Ola están haciendo entregas limitadas.

Cambio de nombre

Automatic Instrument Co., fabricante del

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! Saludamos a nuestros amigos hispanoamericanos !

Presentamos para su aprobación la siguiente lista de máquinas para carnaval. En esta lista encontrará todas las máquinas esenciales para carnaval. O si no quiere más que unas pocas máquinas, envíenos su pedido y lo ejecutaremos en seguida.

2—Goalee's (nuevas)c/u....\$525.00	1—Seeburg Duck, conversión (usada)..... 85.00
10—Super Skeeroll's (nuevas)c/u.... 379.00	2—Cupid Wheel's (nuevas)c/u.... 200.00
3—Sky Fighter's (usadas)c/u.... 310.00	2—Shoot-A-Lite's (usadas)c/u.... 60.00
6—Shoot to Tokyo's (usadas).....c/u.... 225.00	1—Bally Alley (usada) 59.50
2—Keeney Air Raider's (usadas).....c/u.... 179.00	1—Evans Ten Strike (usada)..... 85.00
5—Seeburg Chicken Sam conversiones (usadas)c/u.... 125.00	1—Bumper Bowling (usada)..... 106.50
1—Rapid Fire (usada) 135.00	1—Foot Ease (vibrador para los pies) (usado).... 70.00
1—Bally Bull (usada) 105.00	2—Texas Leaguer's (usadas).....c/u.... 55.00
	2—Rainbow Pencil Venders (vendedores automáticos de lápices) (usados).....c/u.... 105.00

Los precios cotizados son en moneda de los Estados Unidos. Precios incluyen embalaje, f. a. b. Dallas, Tejas. Depósito de un tercio del precio con el pedido; el saldo por su cambista al recibo de entrega. Ejecutamos todos los pedidos en el orden en que los recibimos. Por eso, indique Vd. otra preferencia en el caso de que ya hayamos vendido las máquinas que desea.

Puede Vd. contar con que cuantos pedidos nos haga merecerán la más esmerada atención.

GENERAL DISTRIBUTING COMPANY

2812 Main Street

Dallas 1, Texas, E. U. A.

ARTICULOS DIFICILES DE OBTENER

Garantizamos nuestros productos

Manguito para placa giratoria, marca Wurlitzer (de latón).....\$1.10

Engranaje principal de fibra, marca Wurlitzer 3.95

Portatítulos para programa..... .10

Rodaja dentada35

Clavija para rodaja dentada..... .35

Alambre resguardado para brazo de tono
El pie lineal08
15 pies75

Interruptor Micro, rojo y azul en el mismo interruptor; conexión a cualquier color le guste. Perfecto para fonógrafos Rock-Ola o Wurlitzer\$1.15
La docena12.00

Nuevecito receptor de cristal para el brazo de tono. B-2 (tipo negro) para Rock-Ola y Mills 3.25
La docena36.00

Conjunto, marca Wurlitzer, de interruptores en caja. Completo con cubierta para 412, 616, 24A, 600A, 500 9.95



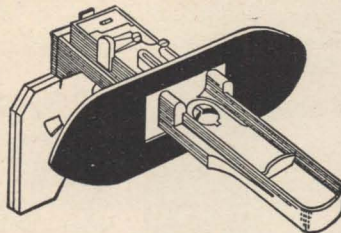
VOLUME CONTROL KEY



NEEDLE SCREW



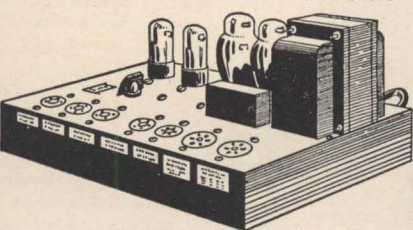
TRIP DOWN WIRE



COIN CHUTE



OILER



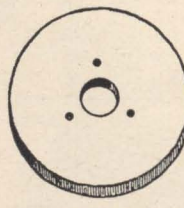
UNIVERSAL AMPLIFIER



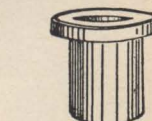
CASTER



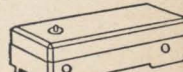
MAGAZINE SWITCH BOX ASSEMBLY



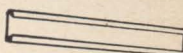
MAIN FIBRE GEAR



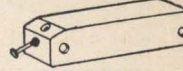
TURN TABLE BUSHING



MICRO SWITCH



PROGRAM TIN
"TITLE STRIP HOLDER"



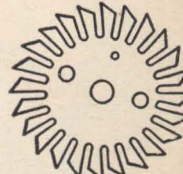
B-2 CRYSTAL
PICK UP



SHIELDED WIRE



STAR WHEEL PIN



STAR WHEEL

Tornillo marca Wurlitzer para la aguja. Endurecido. La docena\$1.50
Tornillo marca Seeburg para aguja. Largo o corto. La docena 1.50
Rodaja de mueble marca Wurlitzer. Juego de 4 1.35
Rodaja de mueble para cualquier fonógrafo. Juego de 4 1.65
Alambre, marca Wurlitzer, para soltar el disco al terminarse la música40
Llave para controlar volumen..... .05
Por ciento 4.50
Conjunto completo de mecanismos para la inserción de dinero (para reemplazar conjuntos de 3 monedas en 412 y 616).....11.95
Aceitero marca "Lifetime" 2.95
Amplificador marca Universal para los fonógrafos de Wurlitzer y Rock-Ola y de Seeburg con la excepción de Hi-Tone. Completo con tubos54.50
Amplificador modelo B para todos los fonógrafos de Rock-Ola, Wurlitzer y Seeburg, incluyendo el Hi-Tone. Completo con tubos74.50
¡Ojo! Si necesita mecanismos para la inserción de dinero, llámenos a nosotros. Construimos a sus especificaciones y para monedas de cualquier clase. Garantizamos satisfacción. Si no queda satisfecho, devolveremos su dinero.

HEATH
DISTRIBUTING COMPANY
217 Third Street
Macon, Georgia, E. U. A.

Precios cotizados son en moneda de los Estados Unidos. Depósito de la mitad de la cuenta debe acompañar los pedidos.

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fonógrafo AMI, ha hecho un cambio en el título de la compañía. De aquí en adelante se empleará el nombre AMI, Incorporated. Se ha hecho el cambio, que se hizo efectivo el 31 de Mayo, para evitar confusión.

Discos

La revista *Record Retailing* nos ha proporcionado unos datos interesantes tocante a la producción de discos. En la actualidad, en los Estados Unidos hay 156 fabricantes de discos. En 1945 hicieron 156,000,000 discos y en 1946 se calcula que harán 245,000,000. Los operadores de fonógrafos automáticos compran 25 por ciento de la producción total de discos. Pero algo que no se puede calcular es el porcentaje de discos que se venden como resultado de la popularidad creada por medio de los fonógrafos automáticos. Creemos que debe ser grande aquel porcentaje.

Instrucción para operadores

Para enseñar la operación de los fonógrafos nuevos y para mostrar métodos modernos de cuidarlos, algunos fabricantes están conduciendo clases ("service schools") para los operadores. Estas clases se han verificado en varias de las ciudades principales del país. Generalmente se dedican dos días a la enseñanza de la técnica de operación. Muchos operadores concurren —algunos viajando largas distancias para asistir a las clases. Bajo la dirección del distribuidor local, ingenieros y oficiales de la fábrica dan la instrucción.

Seeburg y Aireon han ofrecido clases de este tipo por todo el país. Los operadores

han respondido con entusiasmo a este servicio y dicen que la instrucción les ha ayudado mucho.

Escasez de azúcar

Para los operadores de vendedores automáticos de dulces, la escasez de azúcar prohíbe el aumento en operaciones que desean hacer. Una fábrica, Coan Mfg. Co., ha rehusado vender máquinas a los operadores nuevos a no ser que presenten pruebas de poder obtener surtidos de dulces.

Y parece que no habrá aumento en las cuotas industriales de azúcar hasta 1947. Se dice que la cosecha de Cuba no será tan grande como se esperaba. La cosecha de Puerto Rico tampoco será del volumen esperado. Por eso el plan del Combined Food Board está causando alarma en la industria azucarera. Según el plan de la junta, 350,000 toneladas de azúcar de los Estados Unidos serán enviadas a Europa.

Cigarrillos

Se calcula que 14 por ciento de los cigarrillos vendidos en este país se venden por vendedores automáticos. En Abril, la venta de cigarrillos se aumentó 48.93 por ciento.

En treinta y uno de los cuarenta y ocho estados hay impuestos en el tabaco y en productos hechos de tabaco (además del impuesto federal). Recientemente en California, Illinois y Minnesota han intentado aumentar los impuestos locales. Los operadores de vendedores automáticos, los comerciantes, los distribuidores y negociantes medianeros se han reunido para combatir el aumento.

Juegos

El señor Ed Johnson está fabricando un

juego de boliche. El juego nuevo se llama *Strikes n' Spares* y está en producción en California.

Nickabob Sales Co. de Los Angeles y Fresno, California, está haciendo un juego nuevo de destreza. El juego, que se llama *Nick-a-Roll*, emplea un nuevo sistema de lucecitas para señalar las anotaciones.

Se dice que el juego para mostrador fabricado por Amusement Enterprises de Houston, Tejas, está gozando de gran popularidad. El juego nuevo se llama *Pitchem*.

En este número de *The Review*, además del anuncio de la Casa Navarro, presentamos los anuncios, en español, de dos compañías distribuidoras—Heath Distributing Co. de Macon, Georgia, y General Distributing Co. de Dallas, Tejas. Les rogamos que se fijen en estos anuncios. Los pedidos extranjeros recibirán la más esmerada atención.

Available Again!
GOTTLIEB

GRIP SCALE

TRIED, TESTED AND PROVEN
OVER THE YEARS

\$39.50

IMMEDIATE DELIVERY

SEE

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico

Los Angeles 15

CIGARETTE VENDING



Milwaukee Puffing More Cigarettes Than in '45

MILWAUKEE—A consumer analysis conducted by *The Milwaukee Journal* reveals that more men and women are smoking cigarettes this year than in 1945.

In the male group, figures are 154,068 against last year's 148,867. 89.9 per cent of smokers are in the lower income group, with 77.4 being bracketed in the top division.

Lucky Strike heads the men's popularity poll. It is preferred by 43,447, which is 28.2 per cent of the smokers. Luckies boosted their 1945 revenue average 2.2 per cent.

Camels come a close second with 43,293, and jumped their percentage total from 21.3 to 28.1. Chesterfield moved up the popularity ladder by increasing their mark 4.6 to reach 20 per cent. Old Gold, Philip Morris and Raleigh follow in that order.

As for the fair sex, 110,357, or 34.2 per cent of all women, show allegiance to Lady Nicotine. In 1945 the figure was 32 per cent. The lowest income group is represented by 40 per cent of the smokers; as incomes rose cigarette consumption dropped to 32 per cent for the highest income bracket.

Chesterfield is the women's favorite, boasting 26 per cent, a gain of eight per cent over the previous year. Luckies are second with 24 per cent, followed by Camels, Old Gold, Philip Morris, Pall Mall, Raleigh, Kool, Viceroy and Regent.

Foundry Turns to Vendors

EASTON, Pa.—From iron and steel castings to cigarette and candy vendors!

That's the leap taken by Lehigh Foundries, Inc., as they gear factories in Easton and Lancaster to the merchandise machine field.

Maurice J. Auerbach, who patented the company's multi-column vending machine, has joined the organization.

Manufacturing and sales rights were recently assigned by Standard Vendors, Inc., of Cleveland.



Tony Parina, left, demonstrating the new Challenger Cigarette Vendor to Operator George Southworth, Jr., of Reno, Nevada, and wife, at the recent N.A.T.D. Show.

Commercials Disliked

GREENWICH, Conn.—"Lucky Strike Means Fine Tobacco"—but the most hated commercial on the air.

In a recent poll conducted by Jack Cluett, radio editor of *Woman's Day*, to determine which radio commercials were "fair enough" and which "annoyed listeners no end," the Jack Benny show scored a decisive three-way victory in reverse. "LS/MFT," the tobacco auctioneer, and "Herbert Tareyton is back" were all the target of violent expressions of dislike. Cluett revealed that 75 per cent of the voters took special pains to "castigate these commercials."

Fight for Cig-Tax Freedom

MINNEAPOLIS—To the already existent four freedoms for which Minnesota fought now comes another, this one strictly a community affair but nevertheless vital to operators and distributors: freedom from cigarette tax.

Heretofore Minnesota was the land of the tobacco-tax free. But as a result of a court fight between local business and municipal tax levers, it has been determined by the State Attorney General that local communities may exact merchandise tax.

This probably means that St. Paul, Duluth, and Minneapolis may be nicked, thus opening the way for the rest of the state.

Cig Sales Up 48.93 Per Cent

WASHINGTON—Based on the total of revenue stamps sold, United States cigarette sales for April peaked 25,451,503,300, an increase of 8,361,398,292 over the same month one year ago.

Leaf It To Me

Has the extra cent per pack granted cig vendors—as against one-half cent for dealers—caused a sales decline? Those who know vending best emphatically say "No." And why not? Because the vendor is a convenient outlet removed from the near vicinity of tobacco stores, and the public, appreciative of the service, is not in penny-quibbling mood.

American cigarettes cause mutiny! It happened in Java when Dutch officers were furnished American smokes while the Manadonese were restricted to Japanese brands . . . Over the hump with Camel: sales for 1945 were higher than in any previous year . . . The ingenuity of American engineering inventiveness in war is paying off in the manufacture of vendors. Mechanisms of new models have been simplified, cutting down service time and cost to the operator.

Shades of F. E. Boone: An enlisted man said to a veteran, "I've never heard a man talk so fast as that sergeant." Whereby the ex-serviceman rejoined: "Why shouldn't he? His father was a tobacco auctioneer and his mother was a woman."

Taxes march on: On Sept. 1, 1939, the Commonwealth of Massachusetts levied at the rate of one mill per cigarette; July 1, 1945, it rose to a mill and a half; and on August 1, 1945, it went to two mills. As a result, tax revenue for 1946 is expected to reach \$33,000,000 compared with \$12,373,398 in 1945 . . . First quarter collections in Kentucky increased 51 per cent over the same period in '45 . . . Because the State Treasury of Florida has the largest cash balance in its history, State Comptroller Lee has suggested cutting the cig tax. Add hope: with the ponies galloping full speed, ciglads are banking on increased revenue from this tax source so that the alternate tax of '43 can be shelved . . . Illinois' Department of Revenue expects the year's yield to hit 14 million . . . Arkansas reports April receipts doubled over the previous month . . . Alabama showed a gain of \$217,701 over March, 1945 . . . In Ohio collections for May jumped \$617,125.92 over a year ago.

When a man bites dog, that's news; when prices go down, that's news too! Alonzo Dwight Phillips invented the first American friction matches in 1837 and sold them from a wagon for one cent per match. Today the modern vendor dispenses them at one-sixtieth of a cent a match.

Bringing the match record strictly up

(Continued on Page 78)

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QUICK, EASY WAY
TO
COUNT and WRAP COINS

THE NEW BLACKSTONE
HIGH SPEED DOUBLE BARREL
COIN PACKER

Count and wrap \$4 in nickels
in 20 seconds. Made in three
sizes. Nickel—penny—dime.
Guaranteed. Price \$2 each size.

Blackstone Coin Packer Co.
Madison 1, Wis.



"LET'S GET A PACK OF CIGARETTES AT THE PX"



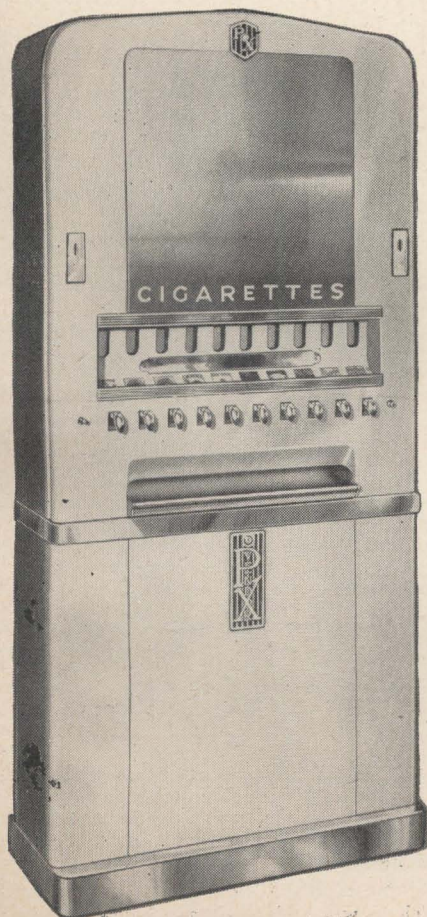
...sounds familiar?
Well, from now on
you're going to
hear it a'plenty!



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Lehigh **PX** *CIGARETTE Vendor*

REG. U. S. PAT. OFF.

The ever reliable — the ever present **PX** — Pleasant memories for millions!

Is **PX** now a name to be forgotten? A thousand Times No!

PX represents America's current and accepted trend to widespread automatic merchandising. A modern high-gear America that says "Give it to me quick!"

That's why we think that **PX** is a significant and appropriate name for this smartly designed highly improved cigarette vendor. And we are rapidly whipping our resources together so that we can supply you with your full requirements of **PX**.

*Drop us a line if you would like to know more
about Lehigh PX policies and products*

STANDARD VENDORS DIVISION

Lehigh Foundries, Inc.

Plant and General Offices: EASTON, PENNA.

LEAF IT TO ME

(Continued from Page 76)

to date: This industry is one of the very few which has countered increasing labor and material costs with improved technique, thereby maintaining a fifty-year record of no-price increase . . . Production did not wane at war's end; Diamond Match turns out 1,125,000 wooden sticks per hour . . . The U. S. has the highest per capita rate of match consumption in the world: 14 a day . . . Famous first words—"Don't strike me or I'll get lit up," said the match.

Little-known facts about a well known country: During the war it was a legal offense for Australian civilians to have American cigarettes in their possession . . . In the U. S. A., 41 per cent of the population smoke cigarettes . . . In 1945 Great Britain imported \$200,000,000 worth of manufactured tobacco from the United States . . . Modernizing a famous old epigram: "Where there's smoke there's a cigarette tax" . . . Number of cig-vending operators in Massachusetts dropped from 99 to 95 during the past year.

They're really steaming in Pennsylvania. Not the operators, jobbers or manufacturers—not even the public. It's the tobacco beds. Application of the steaming process is a new way to kill weed seeds which, in turn, kill soil germs which kill the tobacco plant.

The era of woman suffrage has just commenced. After a long battle to prevent school marm from smoking on the premises, the New Jersey Board of Education finally approved the teachers' petition for a special smoking room. Originally the austere Men of Learning had forbidden all smoking; then they relented sufficiently to allow indulgence in the boiler room. Now

comes complete emancipation. Has a vending operator investigated this new location yet?

Cigsale Summary—Compilation of sales sheets reveals that Camels, Chesterfield and Lucky Strike increased their first-quarter totals over 1945, with Philip Morris losing ground over the fiscal year. Here are the figures: In aggregating a three-month total of \$144,839,749 in '46, R. J. Reynolds Tobacco Co.'s volume shot up 54.4 per cent and showed a 13.8 per cent gain over the last three months of 1945 when holiday business usually peak-highs volume . . . Luckies sailed from 139.3 million to 161 million . . . Up, up, up: Liggett & Myers continue to ride a steadily rising curve. 1945 sales passed 1944 by twenty-five million dollars. Their first quarter net in '46, \$98,211,181, was a substantial increase over the same period in '45 . . . Philip Morris reached \$185,200,000 during the fiscal year of 1945 but fell to \$178,600,000 in the fiscal year concluded March 31, 1946.

It's a wonderful idea to give the veteran a helping hand, but when you cut out somebody else's pocket lining to do it—that's carrying it too far. In Illinois, the State Legislature, in a mood of magnanimity, worked up a bill providing for payment of a bonus to each Illinois vet. In order to get the funds for their generous gesture, the legislators proposed a tax on soft drinks and a one-cent-per-pack addition to the State cigarette levy. In voicing a booming "No," Mayor Kelly suggested paying the bonus out of surplus funds and not burdening the already tax-laden business man.

Cigstatistics: The annual war-time tobacco product consumption rate of three billion dollars has spiralled to four billion since VJ Day, the U. S. Department of Commerce reveals . . . North Carolina tobacco farmers received \$66,000,000 more for their 1945 crop than for the previous year . . . More sales, more taxes—more money for the U. S. Treasury Department: cigarette collections for April, 1946, totalled \$89,083,452.54 as against \$59,901,179.52 for April of the previous year . . . Women are still your best customers, fellows. The fair sex puffs 68 per cent of all cigs made, with 76 per cent of them smoking a pack a day . . . Which brings to mind a poem (?): A pack a day keeps the vender happy and gay.

Price control has been removed from the following tobacco products: imported cigarettes; Connecticut, Florida, and Georgia shade-grown tobacco grown during the 1945 season; and the unsold portion of Maryland's '45 crop.

Campus Kids Like "Big Five"

CHICAGO—A recent survey of the CATD Research Department, during which students of Northwestern University were polled, indicates that the Big Five—Camels, Lucky Strike, Chesterfield, Philip Morris and Old Gold—are increasing their dominance over the college consumers and are preferred by 92 per cent. Compared to a similar poll conducted last March, the major brands have added seven per cent to their lead.

States' Cig Tax \$164,200,000

WASHINGTON—State taxes on tobacco products are in effect in 31 capitals and their 1945 contribution to the kitty was \$164,200,000, Federation of Tax Administration figures reveal.

All states showed a gain over 1944, the aggregate amounting to 8.3 per cent.

Changes in the levy-paying ranks found Delaware being emancipated and Idaho being added.

Tobacco Men Protest Proposed Tax Increase

CHICAGO—Jobbers, operators and retailers are up in arms over the three-cent per pack tax proposed by the Special Session of Illinois' 64th General Assembly.

The local trade formed a special committee to appear at a public hearing before the House of Representatives and Senate and presented the tobaccoist's side of the picture.

These are the points the committee stressed:

Estimated sales volume which would be lost because of the increase is 25 per cent. When the cigarette tax was first imposed in 1941, Illinois' rate of per capita consumption was 1725 per year, which was nine per cent above the country's per capita average. In 1945 the per capita rate dropped to 1580, 23 per cent below the United States average. Comparison of figures indicates Illinois smokers are purchasing taxless cigarettes elsewhere, as attested by heavy mail order sales from Indiana.

The effectiveness of the committee's timely summation could not be determined immediately; however, in the opinion of qualified observers it scored heavily in presenting a side of the picture which had not received thorough consideration from the measure's exponents.

Tobacco Production Down

WASHINGTON—Production of all types of manufactured tobacco is trailing 1945, Internal Revenue Department figures for February reveal.

Acreage totals show 18,064,690 pounds for February '46 as against 26,421,452 pounds last year, a drop of 31.63 per cent. This makes the third straight month that 1946 lagged behind the previous year.

The following factors may be responsible: Easing of tension after the war which decreased smoking; elimination of frantic buyers who were trying to store huge stocks in the face of shortage rumors; natural tapering off following the sudden pyramiding production period immediately after the end of the war.

First Tobacco Imports From Philippines Expected

WASHINGTON—First shipment of leaf tobacco from the Philippine Islands is expected in the United States by the end of the current month. Although its size has not yet been determined, local importers believe it will be small.

Philippine export facilities are hampered by lack of warehouse facilities, traceable to the war and military occupation. Reconstruction and expansion is now under way.

The Bureau of Foreign and Domestic Commerce anticipates that the Philippine tobacco crop for this year will be 40 per cent below pre-war yield. Principal growing regions are Cagayan Valley and Luzon Provinces.

Besides exporting to the United States, Philippine leaf is also shipped to Shanghai and Spain.

New Cig Vending Firms

HARTFORD, Conn.—Notch two more additions to the cigarette vending business.

Veterans' Cigarette Vending Service, Inc., of Bridgeport, and U-Need-A-Pack Sales, Inc., of New London are the latest newcomers to Connecticut's cig field. Both are incorporated for \$50,000.

* * *

There was a time when a fellow found it difficult to buy a tire for his car; now he can't buy attire for himself.

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MACHINE
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FOR
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1946

OPERATORS!

The GP All Metal HAND TRUCK

Will Solve Your Problems

Sturdy, durable appliance truck with rubber bumpers, weighs only 31 lbs. All welded steel tubular construction. Stands 60" high, 24" wide, has 4 1/2" toe plate for loading. Will carry 1500 lbs. Unique skid rail prevents jolting when moving truck down steps, curbs. Ideal for moving cigarette machines, phonographs, consoles, etc. PRICE ONLY \$34.50 each.



COINMATIC DISTRIBUTORS

2712 W. Pico Blvd. Parkway 3188
Los Angeles 6, Calif.

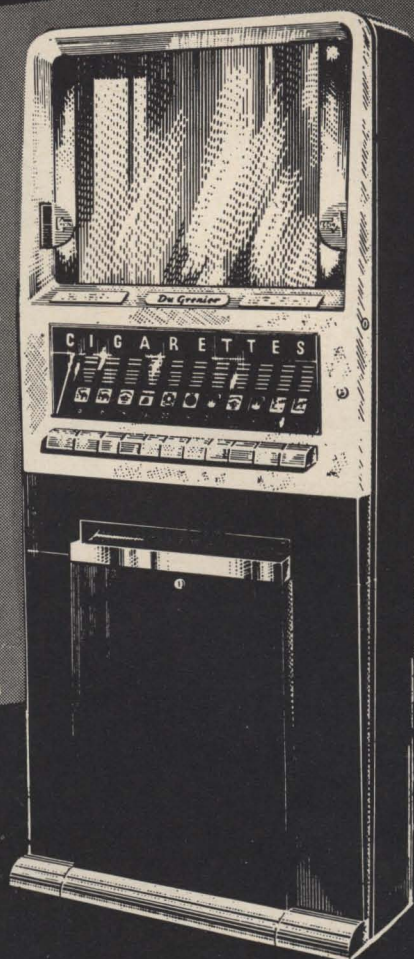
THE *Challenger* IS BRAND NEW

Its operating features are **EXCLUSIVE**
with DuGRENIER!

They combine to make the
DuGRENIER

Challenger

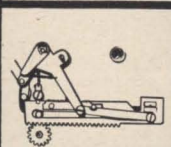
AMERICA'S FOREMOST CIGARETTE MERCHANDISER



ONLY THE CHALLENGER has a single Coin Insert for 5c, 10c and 25c—and Speedy Coin Drop to facilitate each purchase.



ONLY THE CHALLENGER has a delivery mechanism that operates on moveable steel racks and stationary shaft mounted on ball bearings to provide easy operation, eliminating all torque and strain to insure the maximum life of the machine.



ONLY THE CHALLENGER has a new, simple, compact lower coin mechanism which requires only one adjustment pre-set at the factory).



ONLY THE CHALLENGER permits ready accessibility to the entire mechanism. A single operating handle moves the complete unit forward in the cabinet in three convenient positions for instant servicing.



ONLY THE CHALLENGER Coin Mechanism operates on nickels, dimes (and quarters—optional) With separate slug rejection for each size coin (quarter—optional). You can operate different columns to vend at 10c, 15c, 20c and 25c, in the same machine—Coins automatically are separated into proper channels from one insert



ONLY THE CHALLENGER offers the most conveniently located free match unit to speed servicing time, and, cigarette columns (regular and auxiliary) that hold Standard or King Size packs without any sleeves, slots or gadgets.



ONLY THE CHALLENGER has ejector handles that are formed steel sections that will not break, and a revolutionary type ejector that eliminates all package load on the delivery mechanism (no jamming or mutilation of cigarette packages), PLUS a positive empty column lockout device. (No cash refunds to customers because of money lost in empty columns).



DuGrenier is proud of these exclusive features—Proud of its brand new Challenger . . . designed from first to last to give you the greatest return on your investment.

ARTHUR H. DuGRENIER, INC.

America's Foremost Manufacturer of Automatic Merchandisers
15 HALE STREET, HAVERHILL, MASS.

COIN
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Sugar for Tobacco Is Proposed by Cuba

WASHINGTON—"You can have our 300,000 long tons of sugar from the 1947 world-free export quota, but for each ton of sugar you must purchase fifty pounds of leaf tobacco from the 1945-46 crop in addition to your normal imports. You are prohibited from re-exporting any of this surplus crop purchase."

This is the substance of a plan submitted by the Cuban Government and supported by the Cuban Tobacco Growers' Association to force the sale of 15 million pounds of surplus stock.

The proposal is directed to sugar-purchasing countries in Central and South America, but eyes of the United States tobacco industry were casting Southward, wondering how such a move would affect this country's negotiations with Cuba for increased imports of their leaf at low tariff rates.

Tobacco Exports Increase

WASHINGTON—Exports of unmanufactured tobacco for the first quarter of this year exceeded the first three months of 1945 by 33.5 million pounds.

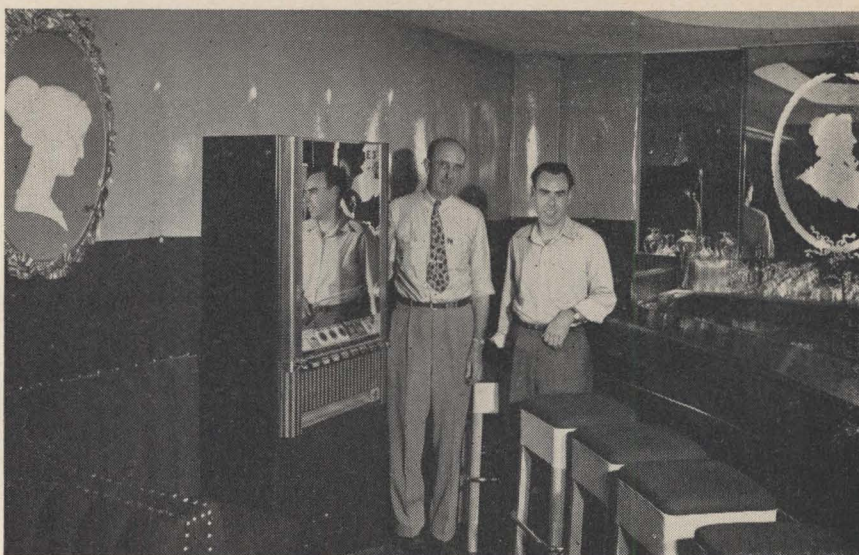
Ninety per cent of the shipments were flue-cured and were received by 35 countries, 74 per cent going to the United Kingdom. China received 6.4 million pounds, New Zealand 4.6 million, Australia 4.4, in addition to heavy poundage in India, Ireland, and the Netherlands. Shipments of this type increased 30 per cent over a comparable period in '45.

White Gives Green Red Light

NEW YORK—Add to the war casualties a fellow who isn't returning: Lucky Strike green. In 1942, amidst a terrific furor of publicity drum-beating, American Tobacco Co. announced that because of scarcity of green ink, Luckies would be jacketed in white.

"Green is not coming back," says Sylvester L. Weaver, Jr., advertising manager of the firm. "It was news in 1942 that the war was going to interfere with a brand as big as Luckies, but the publicity angle is dead. And once dead, they're dead."

The white wrapper is a smart looking one—and the company aims to keep it that way.



When the Cameo Room, swank new cocktail lounge at Sunset and Normandie, Los Angeles, opened a few weeks ago one of the main eye-catchers was a brand new U-Need-A-Monarch cigarette vending machine. Shown are Lorin Eddy, in charge of service for Coinmatic Distributors, and J. C. Horton of Weymouth Service Co., one of Los Angeles' leading operators. Said Horton: "This is an outstanding example of how perfectly the design of the U-Need-A-Monarch permits the machine to blend with any type of interior decoration."

Cig Ops Protest Imports

CINCINNATI—Thousands of dollars are lost to Ohio and a comparable amount to cigarette operators because of wholesale shipments from states having no tax. At a recent meeting of the Hamilton County Cigarette Vending Machine Association, ways and means for preventing the sale of non-tax cigarettes from other states were under discussion.

Additional honors were bestowed on Maurice Levitch, president of the association, when he was elected to NAMA's executive board at the annual Columbus convention.

Parina Heads East

SAN FRANCISCO—That old saw about there being no rest for the weary certainly applies to A. F. Parina, DuGrenier distributor. After extensive travelling, three hectic days at the N.A.T.D. Show, and arranging for the complete redecoration of his new office at 156 Ninth Street, Parina headed East on June 11.

At the N.A.T.D. Show, Parina was ably assisted by A. J. Stauss, newest addition to the firm. "All operators were enthusiastic, complimentary and full of praise for the new *Challenger*, and anxious to get new machines as soon as possible," Parina said. "Deliveries should be starting in the not too distant future."

He revealed that Dick Parina recently moved into a new building at 66 Page Street.

Successful Cig Tax Debut

BOISE, Idaho—In its first year of cigarette taxation, Idaho collected \$831,953.00, more than doubling previous estimates.

On the basis of two-cent tax stamps sold, this state's smokers bought 41,587,700 packages during the year.

Thomas Kurdy, executive secretary of the State Tax Commission, predicts that tax revenue will reach \$900,000 in future years. He points to severe shortages during the past 12 months, at which time collections sagged. Now that the supply situation has been ironed out, more cigarettes should be sold—hence more tax returns.

In preparation for the increased sales expected, the Tax Commission has ordered 50,000,000 two-cent revenue stamps.

NAMA Launches Membership Drive

CHICAGO—NAMA members of Region Seven, covering Wisconsin, Illinois and Indiana, met here on June 7, with heavy stress being laid on new membership.

Executive Director C. S. Darling pointed out that the automatic merchandising field has expanded tremendously and that new problems are continually arising which operator-association teamwork can solve. NAMA's goal, he said, is to double present membership before the next meeting in October.

President Robert Z. Greene told the gathering that NAMA was not interested in adding members indiscriminately, but that the association is primarily concerned with type of member. "Our organization has been built on high ideals," he said, "and we want to keep these ideals. In order for the association to continue its progress, a member must contribute something besides his dues. You can assist in organizing NAMA's defense against adverse legislation, national or local."

One of the highlights of the session was the "Information Please" panel, under the supervision of Tom Vaughn. A list of experts, representing all branches of the industry, answered questions on every conceivable facet of the business. Liveliest topic under discussion centered around whether an operator should count his receipts at the location or return to his office first and then count them.

Considerable interest was manifested in refrigerated candy machines and problems of warehousing and transportation.

The meeting was concluded with a session on public relations for the operator conducted by Howard Hultz, regional vice-president in charge of public relations, and Tom Hungerford, NAMA's director of publicity.

Florida Cig Tax Receipts Up

TALLAHASSEE, Fla.—April's cigarette tax intake showed an increase of 112 per cent over April of last year. Receipts for the first ten months of the fiscal year were \$8,603,320, a 90 per cent boost over a comparable period in 1945.

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FOR
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1946

The New

CHANGE-MASTERS

Solid Aluminum

Casting
Polished
Chrome

Holds \$10
In Nickels

\$9.85
Each

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

THE ROWE AUTOMATIC SHIFT.....

means PROFITABLE CAPACITY

The dual columns in cigarette vending machines are of two types—stationary and shift.

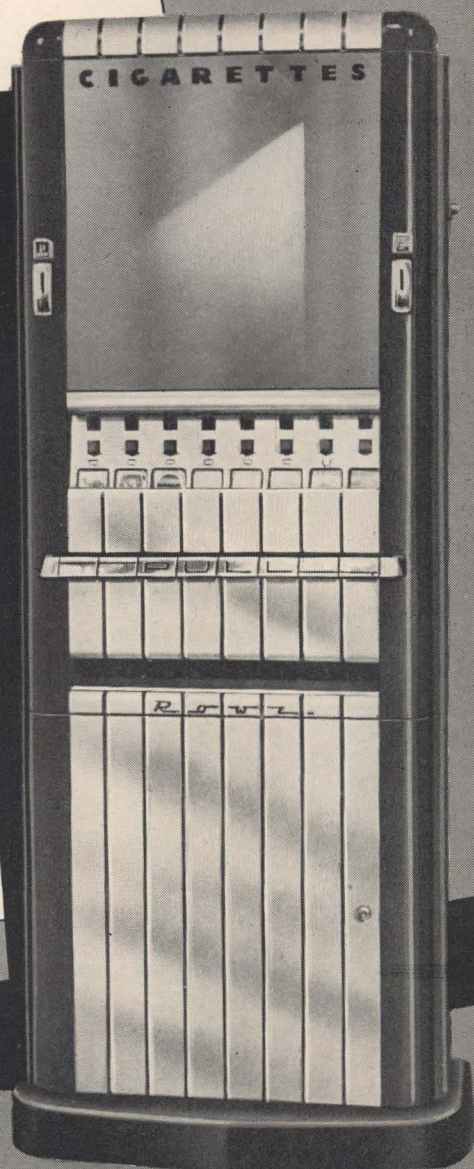
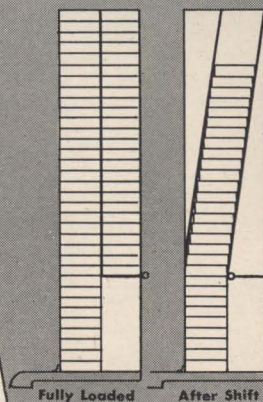
In the stationary type, packs remaining in the rear column, after the front column has emptied will, upon reloading, continue to remain in the rear column and be dispensed only after the front column is again emptied.

Now look what happens in the shift type. When the 30th pack is dispensed from the front column, the rear column automatically shifts forward, emptying its contents into the front column. Thus, upon reloading, the last packs in the machine are the first to go out. Staleness is avoided; *profitable capacity* assured.

The shift column is a ROWE invention, standard on ROWE machines.

Buy ROWE.

The New ROWE CRUSADER comes in maroon, gray, blue or white and ROWE-KROME, a beautiful metallic finish that carries out a two-tone effect. ➔



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ROWE MANUFACTURING CO., INC., BELLEVILLE, N. J.
World's Leading Manufacturer of Automatic Merchandising Equipment
Member, National Automatic Merchandisers Association

15

**Years as National's
Western Representative.....**

15

**Years in the Same
Dependable Location.....**



E. C. McNEIL

OFFICES IN OAKLAND - SEATTLE - SALT LAKE CITY - DENVER
TO BE ANNOUNCED AT A LATER DATE.

Flash News!

ON OR BEFORE JULY 1st

The Sensational New All-Electric

NATIONAL CIGARETTE VENDOR

**Will Be On Display In Our Los Angeles Salesrooms
For Your Inspection.**

**All Cigarette Operators in This Territory
Are Cordially Invited**



**Showings in San Francisco, Seattle, Salt Lake City
and Denver Will Follow In Rotation**

713 SOUTH WESTMORELAND AVE. • LOS ANGELES 5, CALIFORNIA • PHONE FE 4055 - FI 4607



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Abolish Government Sugar Controls, Exports to Europe, Industry Urges

NEW YORK—The present sugar situation is a very lumpy one. No increase in the present allotment for industrial users is anticipated before the second quarter of 1947.

Present indications are that the expected crop of 4.75 million tons from Cuba will not materialize and that 4.0 to 4.5 million is more logical. Estimates on the Puerto Rican crop, originally placed at 1.05 million tons, have dropped to as low as 900 thousand tons.

Crops in the British West Indies, British Guiana, and the Dominican Republic are showing an increase over previous estimates, which should partly offset decreases in Cuba and Puerto Rico.

A contributing factor to the present critical situation is large exports to Europe, allocated by the Combined Food Board, according to Ralph Stubbs, vice president of American Sugar Refining Co. "We must assign for export purposes, from our refined sugar production, an amount which is pre-determined by the Government," Stubbs said. "All this export sugar will be used for the UNRRA and for various foreign nations. After this allocation is made, the balance will be available for United States civilian and military uses. In the event we do not participate in the export schedule as established by the Government, then to that extent we would forfeit to competitive refiners a corresponding share of our raw sugar supply and our allotment for civilian use would not be increased by a single bag of sugar."

The Combined Food Board's plan to divert 350,000 tons of sugar to Europe has alarmed eastern sugar refiners. In a forceful protest to Earl Wilson, sugar head of the Commodity Credit Corp. and American representative of the CFB, the refiners request that the sugar be returned to the American quota. They point out that the present policy would seriously hamper operations in the Atlantic and Gulf Coast region and cause an additional 10 to 15 per cent increase in unemployment.

John G. Griffin, Chicago manager of George E. Keiser Co., a sugar brokerage house, urged the government to give up its sugar controlling powers and thereby enable American manufacturers to obtain a supply sufficient to meet their needs.

"There are indications," Griffin said, "that in 1947, unless drouth interferes, Cuba will have a million tons more sugar than this year. Does this mean we will get more sugar?"

"Not if the government is to be permitted to take it and ship it wherever it wants, regardless of American needs."

Griffin referred to Yugoslavia as an example of how European political conditions interfere with their agricultural activities and disrupt our economy. He said that while Yugoslavia was included among the nations in UNRRA, that it is a rich farm country where youths, instead of staying on the homestead, are being inducted into Marshall Tito's army.

The demand for our food by European countries will continue to increase unless

a change in policy is brought about, Griffin declared. "Our shipments of food are going to be like water that is poured through a sieve. We shall never be able to ship enough and we shall always be short no matter how much we produce."

Harshly criticizing the government's sugar policy, Ody H. Lamborn, president of Lamborn & Co., sugar brokers, offers the following recommendations: first, a more realistic attitude by the government in carrying out its program; second, heeding more closely the advice of experts in the cane-beet production and processing fields; and third, more emphasis on production. Lamborn declares that other countries are not so generous in sharing their sugar supplies as the U. S., and adds: "Foreign countries must put forth their best efforts in their own behalf."

Ice Cream Sandwich Machine

NEW YORK—Joseph P. Daly, Newark inventor and manufacturer, is perfecting a coin-operated ice cream sandwich vendor.

Well past the experimental stage, Daly is now engrossed in production plans, but because of the uncertainties of the supply situation, he is making no predictions on deliveries.

The machine is equipped with a cabinet having a capacity of 320 sandwiches and either five or ten cent chutes can be installed, depending on prices in the area concerned.

First Model Ready

NEW YORK—Telecoin Corp. announces that the first model of the firm's new milk vendor is ready. More detailed announcement will be made shortly.

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Eliminate Guess Work--Buy VIKING

BULK VENDORS --- CANDY --- VENDING SUPPLIES
BALL GUM --- CHARMS --- SALTED NUTS

We have a wide variety of top quality vending devices and supplies, all tested to meet rigid requirements. We sell only QUALITY MERCHANDISE. Eliminate guess-work—be sure—buy from VIKING.

For prompt delivery, place your order now for the

NORTHWESTERN DE LUXE

The World's Finest Bulk Vendor

DELUXE

MODEL 33

Lots of 100 or More.....	\$18.95	Lots of 100 or More.....	\$ 9.60
Lots Less Than 100.....	19.50	Lots Less Than 100.....	9.75
Lots Less Than 25.....	19.75	Lots Less Than 25.....	9.95

(F.O.B. Factory) ORDER TODAY!

VIKING SPECIALTY COMPANY

530 Golden Gate Ave., San Francisco 2, Calif.

Northwestern



Your Assurance Of
Postwar Security

Time and time again Northwestern bulk vendors have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—vendors built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION
1 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

Location Finds Vendor Ownership Costly

BALTIMORE—For years operators have been giving reasons why locations shouldn't own their own vending machines. William Fleckenstein, a store owner here, can now give you a reason, too; he found out the hard way.

Each time he emptied the peanut vendor in his store he would toss the receipts into a lard can. After ten years he had filled three cans, and each was so heavy he could barely lift it.

Toward the end of May he decided it was time to bank the proceeds. But when he got to the bank on a busy Monday the tellers looked at the three cans and told him they didn't have time to count the estimated \$2,500 in small change. "Come back some other time," they invited.

Back to the store went the three heavy cans. Sadly enough, the weight proved no obstacle to thieves who broke in and made off with all three, and their contents.

Automatic Canteen Co. Orders \$4,800,000 In New Vendors

NEW YORK—Because new equipment was not available after Pearl Harbor, Automatic Canteen Co. of America was able to build a financial reserve of over three million dollars from the operation of their vendors.

But they're not hoarding their war-won profits. The company recently placed contracts for three new types of dispensing machines with General Electric, Hayes Mfg. and International Register.

Automatic Canteen Co. leases vendors to factories, industrial establishments and business firms, and sells the confections which are dispensed. Less than eight per cent of the firm's gross income in 1945 came from equipment rentals; the balance, totalling \$12,900,000, was derived from merchandise sales.

Appoints Canadian Distrib.

NEW YORK—On a recent trip to Canada, Al Cohn, Asco Vending Machine Exchange, appointed the Canadian distributor for his firm. Asco's hot nut vendors will be distributed in Canada by Paul Campeau, Paul Novelty, Reg'd., Montreal.

Vendit Appoints

CHICAGO—The Vendit Corp., national distributors of the "150 Super Selective" Vendit candy vendor, has announced two territorial distributorship appointments.

First is Blake Sales Co., Los Angeles, to handle sale and distribution of the vendors in the state of California. Second is Edward M. Ravreby, of Associated Amusements, Boston, to distribute in Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut.

Soldiers Boost Vending Sales

CAMP ROBERTS, Calif.—Soldiers at this bailiwick spent \$860,000 on vending machine products during the past four and a half years, according to Elmer C. Killberg, who directed operations.

In claiming a world's record for army camp vendors, Killberg goes on to point out that Camp Roberts was the first army post in the country to purchase its own equipment and operate it. Transaction was handled by the Army Exchange Service.

There were 200 cigarette and candy machines, 45 phonographs, 75 coke vendors, and 16 scales, in addition to paper napkin dispensers.

During the war years 18 men were employed for service and supply functions.

In receiving their basic training, 250,000 G. I.'s also were given a liberal education in the efficacy of coin-operated equipment.

Milk, Fruit, Washing Vended

NEW YORK—New fruit vending machines in 45 days.

New bulk milk vendors this summer. 500 coin-operated laundries to be sold by year's end.

Despite encroaching material shortages, Telecoin Corp. is moving into high gear to supply the vast coin-conscious buying public.

Seventeen stores in New York, Chicago, Los Angeles, South Bend, Ind., Roxbury, Mass., Bethlehem, Pa., and Philadelphia, now hold Laundrette franchises.

Appoint Distributors

NEW YORK—Lawrence Reiss, Statler Distributors, recently announced 19 franchise holders for Statler's new cookie vendors.

Candy Industry Striving To Keep Bars at Nickel

CHICAGO—Candy ops, fearful that rising costs would eliminate five-cent bars in favor of the ten-cent variety, can now breathe a little easier.

Charles F. Scully, secretary-treasurer of Williamson Candy Co. of this city, and chairman of the OPA candy bar makers' industry advisory committee, says the industry is making every effort to keep the price at five cents, even if weight of the product has to be reduced to meet increasing costs. (The OPA has granted most manufacturers permission to reduce weights without changing the retail price.)

Scully believes that the nickel is a valuable merchandising medium and voices the hope that the current phase of the business is a transitory period which will right itself when supplies become more plentiful.

"The nickel as a medium of exchange for bars will yield to nothing short of inflationary price advances in candy-making materials," Scully stated.

One of the major manufacturers went on record as saying, "No one wants to eliminate the nickel bar." He added that only in the event rising costs shrink the size of the bar too drastically would the five-center go by the boards.

While increase to ten cents would cause wholesale changes by vending operators in chute alterations and installation of larger racks, the brunt of the reconversion would be borne by the manufacturer in that weight, cutting, and packaging machines would have to be completely retooled.

New dime bars are making their appearance. Walter H. Johnson Candy Co. and Peter Paul, Inc., both have ten-centers, while Curtiss Candy Co. has been turning out a double-size Baby Ruth.

Leaf Gum's Radio Show Named Chicago's Best

CHICAGO—The best radio show to come from Windy City's studios in 1945.

That was the distinction recently bestowed upon the Leaf Gum Radio Show by the Chicago Federated Advertising Clubs in making their annual presentation.

Leaf Gum's "Tin Pan Alley of the Air" is produced by Tim Morrow and features Jim B'lade and his orchestra, singer Jack Owens, and Jo'nnie Neblett on the narration.

P. R. Trent, director of sales and advertising, received the award in behalf of the company.

To Operate Dispensers

DETROIT—A new operating firm formed here recently is Cent-o-Drink Co. Organizers of the company are Carl Schram, Milton Herman and Saul Herman. Company plans to operate a route of beverage dispensers.

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ADVERTISING THAT SELLS!

ONE OF AMERICA'S TOP RADIO PROGRAMS CREATING A GREATER DEMAND FOR TWO OF AMERICA'S TOP CANDY BARS

COAST-TO-COAST



DAVID HARDING

counterspy

That super-thrilling program of mystery, intrigue and adventure

SHUTTER CANDY Division of UNIVERSAL MATCH CORPORATION — GENERAL OFFICES, ST. LOUIS • FACTORY, CHICAGO

OVER ENTIRE
ABC NETWORK
193 STATIONS
Every Sunday
Afternoon

5:30 to 6:00 pm EDT
4:30 to 5:00 pm CDST
3:30 to 4:00 pm MDST
2:30 to 3:00 pm PDST

CANDY MACHINES WANTED

DU GRENIER
NATIONAL

STONER

Phone or Wire Collect

**AUTOMATIC MERCHANDISING
COMPANY**

2021 Carroll Ave., Chicago 12, Ill.
Telephone: Haymarket 0005

We Are Accepting Application for Exclusive City, County and State Franchises
for the Operation of Our New Nine-Column, 5c Biscuit Vender Dispensing

"NIKS"

Sunshine Biscuits

A Product of
LOOSE-WILES BISCUIT COMPANY



NOW DELIVERING
"NIKS" are available to our operators

\$95⁰⁰
F.O.B. N. Y.

COMPLETE WITH STAND

SPECIFICATIONS

Cabinet: 26" wide, 39" high, 8½" deep. Stand: 27" wide, 23" high. Weight: 98 lbs. Weight with carton: 105 lbs.



Biscuit Vending through machines is not new . . . the war merely interrupted its becoming the most sensational vending machine producer in history. Machines have been on location for more than 5 years in New York's leading manufacturing plants, department stores, banks, schools, etc., and are as good as new today. The average sales far exceed those of cigarette or candy machines and the net profit is much greater on a smaller investment.

Sunshine Biscuit "Niks" are available to the operator at the lowest prices paid by the country's largest grocery chain. You don't have to carry stock . . . the nearest Loose-Wiles Distributing Centers located throughout the country are your sources of supply.

The "Niks" Vender is solidly constructed for indefinite long use... built to vend present 5c package, a smaller package if necessary, or larger package for 10c. Among its other features are 135 pack capacity with beautiful display variety for increased sales; tested and proven coin mechanism and slug ejector adjustable for nickel or dime; simple servicing . . . 9 column plunger mechanism removable without a screw and weighs only 9 lbs.; columns automatically lock when empty; theft proof; finished in baked enamel in standard Sunshine Biscuit Red and Blue.

WRITE OR WIRE TODAY STATING TERRITORY DESIRED!

STATLER DISTRIBUTORS, INC.

STATLER MANUFACTURERS CORP.
Exclusive National Distributors of Loose-Wiles Biscuits ("Niks") to the Coin Machine Trade
2112 Broadway New York 23, N.Y.

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FOR
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1946

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● Candy ops, jobbers and manufacturers alike applauded New York City's crack-down on price-gouging sidewalk venders who were sticking the customer as much as thirty-five cents for fifteen-cent Hershey bars . . . Latest applicants for a position along the Vending Wailing Wall are the soft drink ops. Replacement parts are becoming more difficult to procure, syrup

● "Join the Navy, and get all the ice cream you want." That's the enlistment inducement being offered by the British Navy to spur signees to the royal colors. Backing up their recruiting drive, the British are installing ice cream machines and freezers in every type of ship from the big-

● Comes now the era of the ice-cold candy bar. A vendor with refrigeration element is slated for manufacture soon . . . On two big IFS—if the Cuban sugar crop is higher than estimated or if the beet crop rises

Chicago 10, Illinois

**FOR
JULY
1946**

above current expectations—hinges the hopes of candy manufacturers for a ten per cent increase in present allotments . . . The kind of news we'd rather not print: the corn syrup situation is worsening, with refiners' syrup piles dwindling and no immediate relief in sight . . . Rumor to the windward: a number of vending ops are seriously thinking of changing their chutes to dime intakers, with the ten cent bar hovering over the field like a bomb-carrying B-29.

● The war-baby is an unwanted child, but the peace-baby hasn't arrived in quantity yet. Hence the dilemma of Baltimore vending ops. Citizenry of this Maryland metropolis are snubbing the brand they didn't know before the war in favor of their old reliables, but with small quotas and spasmodic deliveries the operator hasn't been able to swing with the public pendulum. As a result, nickels are dropping into the collection box with less regularity.

● Here's one returning war veteran candyman are especially happy to see: the cocoanut. This soldier was badly wounded in action; only two of his desiccating plants survived the Battle of the Philippines. But first shipment to the United States since 1941 recently arrived, and there will be more to follow. But not until the spring of 1947 will his war scars be sufficiently healed to meet demand.

● So your customers are hollering for Hershey bars, eh? Well tell 'em the company's milk and cocoa stocks are okay, but that old villain Sugar is still hamstringing operations.

● More echoes from the coal strike: The only candy manufacturer unaffected was National Candy Veribrite. This factory generates its own electrical power. Leaf Gum hauled out emergency oil-operated generators to maintain an unbroken production schedule.

● A wise man once said that no situation can ever be so bad that it can't become worse. And so it goes with the sugar situation. Added to already existing woes are the following news items: 10,000 tons of Hawaiian sugar and a number of sugar factories Davey-Jonesed before an assaulting tidal wave. Dry weather in Cuba and Puerto Rico has caused crop estimates to nosedive. The Liberty ship "Nicollet," its 7,000-odd tons of bulk jammed with Cuban sugar, was beached in New York harbor after a collision.

Southwest Big Field For Peanuts and Charms

DALLAS—Charms and salted peanuts are doing a land office business in the southwest, according to Warner C. Smith, whose Master Sales and Service Co. handles Master Novelty Vendors.

An operator near Houston, says Smith, reports that many of his vendors are selling

fills every week. This operator uses about 150 charms and 7 pounds of salted peanuts and realizes a clear profit of over \$2.00 on each fill.

There is a great shortage of vendors in the southwest, according to Smith, who has made several trips through the area recently. Some towns do not have bulk merchandise vendors of any kind. Territory is reported wide open for wide-awake operators.

Even with the shortage of candy and gum, Smith declares, many operators could go into these empty locations, make real profits, and in fact pay for their machines solely through the sales of salted peanuts and charms. Charms and peanuts are available in large quantities.

Ex-GI's Warned On Vendors

MADISON, Wis.—Remember Mother Hubbard's dilemma when she went to her cupboard?

Well, new vending operators, many of them ex-servicemen, are purchasing new candy machines, and then upon peeking into the candy bar supply room, discover that critical shortages of raw materials have Hubbardized their Cupboard to force them out of business.

J. W. Coan, President of Coan Mfg. Co., warns all those contemplating entering the field to make sure they have a regular supply of bars before purchasing equipment. Coan says many veterans, anxious to launch their own enterprises, have purchased machines and later were caught with no candy.

Coan has inaugurated a policy for his firm whereby no machines will be sold to new operators unless they can furnish assurances from candy manufacturers that a supply will be available for them out of current quotas.

Tommy Tucker Will Build Candy Plant in New Jersey

LOS ANGELES — Bandleader Tommy Tucker, who has joined hands with several experienced candymen in forming Tuckerette, Inc., to introduce a new line of fancy, high priced candy (as revealed in last month's REVIEW) has announced plans to build a plant near Asbury Park, N. J., to manufacture his product. An eastern sales office will also be opened.

Men Sweeter Than Sweeties

MILWAUKEE—Man is becoming sweeter by buying more candy bars, while women and children are just as sweet as they ever were, although buying less. So reveals a recent consumer analysis survey released by the *Milwaukee Journal*. Men candy buyers increased from 1945's survey figure of 70.7 per cent to 72.7, while women and children dropped from 89.3 per cent to 87.4.

The survey also revealed that Hershey has increased its lead in the solid chocolate bar field, showing a gain of seven per cent. Runner-up is Nestle's.

In a close four-way race, Ziegler's Giant Bar (a local product) nosed out Milky Way, Oh Henry! and Mars, followed by Baby Ruth, Mounds, Clark's, Brach's, Chicken Dinner, Butterfinger, Heath, Denver Sandwich, Dr. I. Q., Ambrosia, and Whiz.

Auto Accident Fatal

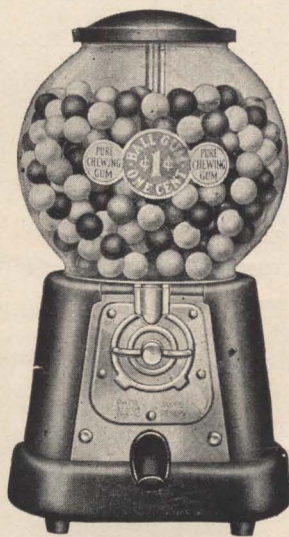
HAMMOND, La.—Southland coinmen were grieved to learn of the death of veteran Operator Claude J. Clark, who died two days after an automobile collision.

Born and raised at Harriman, Tenn., he is survived by his wife, three brothers and three sisters.

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1946



ADVANCE Ball Gum Machines

We now have BALL GUM for our customers who buy ADVANCE Ball Gum machines from US. Order now and have your priority number in when shipments begin to move in regular order.
1 to 9, \$9.94; 10 to 24, \$9.01; 25 to 49, \$8.35; 50 to 99, \$7.95; 100 to 199, \$7.69.
It won't be long now until ADVANCE will be ready for Everybody. Neat, light, clean, trouble free; one of OLDEST.

Now Shipping

ADVANCE PEANUT MACHINES

Get your order in and reserve priority number.

1 to 9, \$10.31; 10 to 24, \$9.35; 25 to 49, \$8.66; 50 to 99, \$8.25; 100 to 199, \$7.98.

The New Blackstone High Speed Double Barrel Coin Packer

Count and wrap \$4 in nickels in 20 seconds. Made in three sizes. Nickel—penny—dime. Guaranteed. Price \$2.10 postpaid each size.

BALL GUM

BALL GUM is scarce, don't lose your locations. MARBLES, 3/8", the perfect substitute. Ass't. colors glass agates, others.

Barrel, 40,000\$52.50

Keg, 17,000 21.05

CASH WITH ORDER. PROMPT SHIPMENT

COLLECTION BOOKS 65c DOZ., POSTPAID

Three-In-One Flat Coin Wrappers, the BEST, 85c Per M.

CHARMS, 15 Gross—\$13.25.

GRIP MACHINES

RECONDITIONED

Good working order. Gottlieb, C. T. S., GG, Holly, Universal Grip Machines while they last, \$17.50. (We reserve right to ship what we have and guarantee satisfaction.)

THOMAS NOVELTY COMPANY

1572 Jefferson St.

Paducah, Kentucky

Victor's Famous MODEL V

Further improved, 5 lbs. lighter, vends all kinds of bulk merchandise, including Ball Gum. Also may be had in Deluxe Cabinet built of steel and transparent plastic front. Holds 25% more mds. than globe type. Write for prices and added information.

Distributed by
VETERAN'S VENDING CO.
1922 Oak St.
Port Huron, Mich.



RED HOT NEWS

LAST MINUTE REPORTS—PREDICTIONS—FORECASTS and GOOD OLD FASHIONED RUMORS COMPRISE THIS NEW REPORTING SERVICE OF "THE REVIEW." THIS PAGE IS WRITTEN AS THE FINAL FORMS GO TO PRESS ON THE 20th.

NEW EQUIPMENT DELIVERIES are slow but the settlement of strikes has aided somewhat. Shortages still hamper production. Jobbers and distributors visiting the main plants in the Industry go home depressed with the shortages of minor items which are holding up the completion of units and delivery to waiting operators. For the first time since the cessation of hostilities the labor picture is good with a minimum of strikes in effect. If the condition holds, suppliers will shortly be supplying manufacturers with needed materials to complete machines. Lots of other essential manufacturing activity comes in for early consideration, too, so don't look for a quick flood of new machines. It just isn't in the cards for 1946 at least.

PHONOGRAPHS: Aireon is now delivering and all of the 52 appointed distributors are getting weekly shipments. Mills is definitely in the moth balls until 1947. The Challenge phono has been bandied about and the industry men connected with the promotion have checked out. Distributors are still waiting for samples after many promises. Wurlitzer continues to deliver but a lot of criticism is about to break over Wurlitzer's advertising of "America's Favorite Nickel's Worth Of Fun" on billboards and national publications. Operators contend Wurlitzer is stifling their chances to put the single tune price to 10c, or 3 for 25c. Packard has promised phonographs for June and distributors are eagerly waiting. Rock-Ola is delivering dribbles. Bally is well along on phono production and samples are expected soon—but no definite promises. Seeburg, of course, is out in front on deliveries. Williams, AMI, and Gabel, plus a new entry, are still non-committal.

GAMES: Ed Johnson's game, first tipped off in this department in our May issue, is now ready. Another new Skee Ball machine, streamlined as all getout, will soon be announced by a new West Coast Manufacturer and will sell at a new low price. About July 15th is the date on this one. A thousand of them are now in production by a new plant previously engaged in war work.

MOVIE MACHINES: Mills is stymied at present because of shortages. Metermovies will re-enter this field when Bell & Howell projectors and motors are available in sufficient quantities. ADD A NEW ONE: Eastman has the rights to a selective coin-operated movie magazine perfected by Sergeant Miller in the Army. Magazine, same as the loads provided on Eastman movie cameras, comes complete to the operator in any number of subjects Eastman chooses to use—and all completely selective. Those who have had a preview say it's hot!

VENDING: They're coming through. We speak primarily of cigarette vendors. Rowe is delivering; as are U-Needa and DuGrenier. Eastern Electric expects to start deliveries momentarily. Lehigh Foundries are in the same category. Stoner is shipping a few Univendors, and Coan and American Vending are shipping candy bar vendors in small lots. Candy is still short and the manufacturers are cautioning operators to be sure of their candy supply before buying vendors. A smart move on the manufacturers' part, for nothing is as unusable as a Candy Vendor with no candy to vend through it. Make

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FOR
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BARGAIN Mart

5c PER WORD, MINIMUM \$2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS—

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.50. Belt Pocket, 2 for 50c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

TODAY'S BARGAINS—

Cast Iron Pedestal Stands \$3.75, Board for two machines 60c, three machines 90c, Heavy Aluminum Wall Brackets 85c, Tubular Coin Wrappers 75c single thousand, High Grade Charms 7 gross \$5.25, Collection Books 55c a dozen, Record Sheets 20c per doz. Write for quantity prices. STANDARD SPECIALTY CO., 3021 38th Avenue, Oakland 2, Calif. (JJA-P)

POSTAGE STAMP MACHINES—

of every description, bought, sold or exchanged. New and used. J. ALPERT, 301 52nd St., West New York, New Jersey. (JJA-P)

WANTED FOR CASH—

Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

CORRESPONDENTS WANTED—

We are seeking news representatives in various cities able to send us a monthly news letter. If you can write a bright, newsy letter and are located in a Coin Machine Trading Center, please communicate with the Editor. Satisfactory remuneration for your efforts. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-P)

NEW AND PRECISION REBUILT—

LoBoy 1c Weighing Scales, 1c Ticket Weighing Scales, 5c Selective Candy Bar Vending Machines, 1c ball gum, stick gum, and nut vendors. Write for free price list! ADAIR COMPANY, 6928 Roosevelt Road, Oak Park, Illinois. (JJA-P)

WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 680, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

BALL GUM SUBSTITUTE—

Many operators are now using Glass Marbles; can still supply, Barrel 50,000, \$54.50; keg 21,000, \$23.80; full cash with order, f. o. b. factory. Folders for Stamp Machines, 12,000, \$9.00. Better Grade. ROY TORR, Lansdowne, Pennsylvania. (TF-C)

CHOCOLATES—

Chests, dolls, Cameras: candid type, Empty Cedar Chest, mirror in lid; Mirror Two-Tone Vanities. Hollywood Cigarette Cases, Musical Chests, Dolls, Bears, Push-cards, Salesboards. Write for Catalog Department C, DELUXE SALES CO., Blue Earth, Minnesota. (A-C)

FOR SALE—

Dime Pace Blue Front, double Jackpot, #Fs 34072M, first \$59.50. DUVY, Childersburg, Ala. (MJJ-P)

CIGARET VENDORS FOR SALE—

500 perfectly reconditioned in our own shops. KELNER VENDORS, 4509 N. Clark St., Chicago 40, Ill. (MJJ-P)

FOR SALE—

50 new penny Nut Vending Machines. Only \$8.00 apiece. Write G. W. S. Johnston, 1744-E 88th St., Seattle 5, Washington. (J-P)

(Continued from Page 88)

your connections first. Outlook for candy is NOT improved. Manufacturers are anxious to get operators' names in anticipation of a better supply in 1947 but there will not be even a fair amount of bars for candy operators until early 1947. Sugar and other shortages are the bottle neck.

BEVERAGE VENDORS are still being withheld because of the sugar shortage. Expect a terrific flurry in this field in 1947. More than a dozen manufacturers (cautious estimate) will eventually be active in this field and the importance of some of the firms in the national manufacturing field will amaze you.

PARTS AND SUPPLIES for all types of equipment are coming through in fair quantities attesting to the desire of the manufacturers to keep old equipment operating until they can supply market demands for new equipment.

OLD EQUIPMENT: It's still good to hang on to it until you have adequate new equipment replacements. OPA has issued a 4 per cent order decreasing the ceiling on used automobiles but coin-controlled equipment was not included. It is reasonable to assume that depreciation is far ahead of this quarterly figure in our Industry when normal supplies are available but at the moment this is not the case. Please read "Trade Talk" in this issue before trading in any new equipment.

CIGARETTE AND CANDY—

Vending Machines—All makes and models, lowest prices, from operators being drafted. Unedapak Parts in stock. What have you to sell? MACK POSTEL, 6750 North Ashland, Chicago. (TF-C)

WANTED TO BUY—

Music Route Wanted . . . 15 to 25 machines on location. Pacific Southwest territory. Can pay cash. Send inventory. Glenn E. Knudsen, Phone Lucas 0362, 8180 1/2 Cyprus Ave., Southgate, Calif.

WANTED AT ONCE—

Ball Gum and Bulk Candies for vending machines. Send price list to VETERAN'S VENDING CO., 1922 Oak St., Port Huron, Michigan. (J-P)

SCALES AVAILABLE—

Distributor for the Hamilton Scale Co. for Southern California now taking orders for Scales in lots of ten per month, to be delivered in about 30 days. CONN'S WEIGHING MACHINES, 3218 Meade Ave., San Diego 4, Calif. (J-P)

DEVIE DEVLET—

Explains his 14c bid for Used Records. Devie will call and buy from your stock records of average appeal in fair shape except those numbers previously acquired in quantity. Devie has paid 14c for more than 200,000. Write or wire DEVIE, 127 Main Street, Seal Beach, Calif. (JAS-C)

FOR SALE—

AMI Streamliners and Hi-Boys, \$350.00 each, perfect condition, crystal pickups. ROYAL, 443 North 4th Ave., Tucson, Arizona. (J-P)

DIGGERS FOR SALE—

All machines reconditioned, ready for location. 4 Buckley DeLuxe Model, \$85.00 each; 2 Buckley Treasure Islands, \$55.00 each; 3 Mutoscope Rotomatic Merchandisers, claw rotary type, \$150.00 each. Terms, 1/3 with order, balance c. o. d. BRONSON CO., 426 W. Mulberry St., Baltimore 1, Maryland. (JAS-P)

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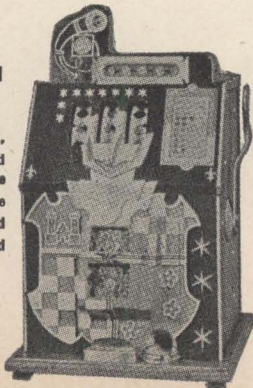
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SLOT MACHINES REPAIRED and REFINISHED

Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Have them buffed and painted. We call and deliver.

Coin Machine Service

1070 Thompson St.
Glendale 1, Calif.
Tele. Citrus 3-3721



Seeburg
Scientific
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J. P. Seeburg Corporation
in

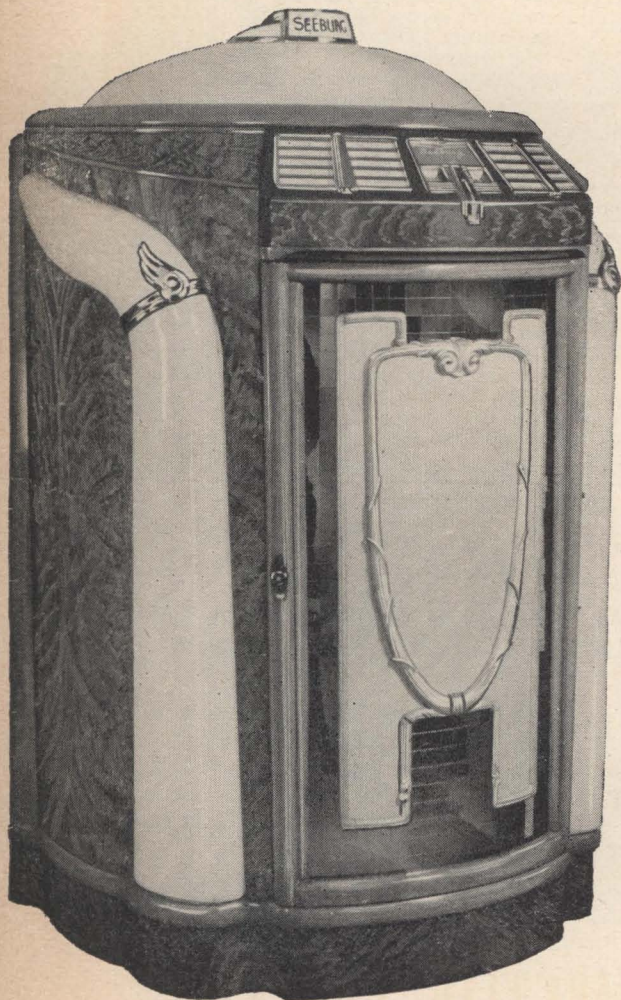
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STILL ANOTHER SERVICE FOR OUR OPERATOR FRIENDS

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SEEBURG SYMPHONOLA "146"



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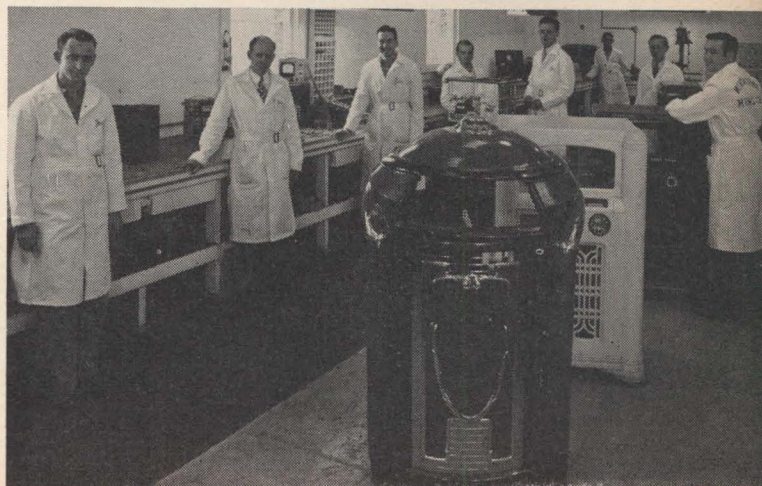
Playing Appeal
Beauty
Easy Operation

Remote Control
Simplified Service
Acoustically Right

Plus

Scientific Sound Distribution

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PHOENIX, ARIZ. OFFICE

512 W. Washington St.
PHONE: 30163

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- ★ Saturday Evening Post,
- ★ Look, Collier's and
- ★ Liberty

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125 E. Main St.
Phone 7565

SEATTLE
906 Elliott Ave., West
GARfield 0427

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LIKE Sterling on Silver, Solotone is the hallmark of the finest in individual music.

The silver platter in this picture represents all the extra silver dimes that **ONLY** Solotone can collect to make you extra profit. Solotone, and only Solotone, has *both* nickel and dime chutes.

And remember, only Solotone gives you two other big features, too. Unsurpassed beauty in a multi-colored box that attracts more attention (and more take) . . . and true, high fidelity tone that brings 'em back for more.

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